26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JUNE 10, 1957 35¢ PER COPY

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Celler takes his stand

Scene-stealer Khrushchev

Wired pay tv: Hot topic

NOW the Best News for Shrewd Advertisers since Saturation Packages

NIGHTTIME SPOT RADIO

OFFERS 2 FOR THE PRICE OF 1

Two Spots at night can now be bought for the price of one Spot during the day on many of the country's greatest Radio stations.

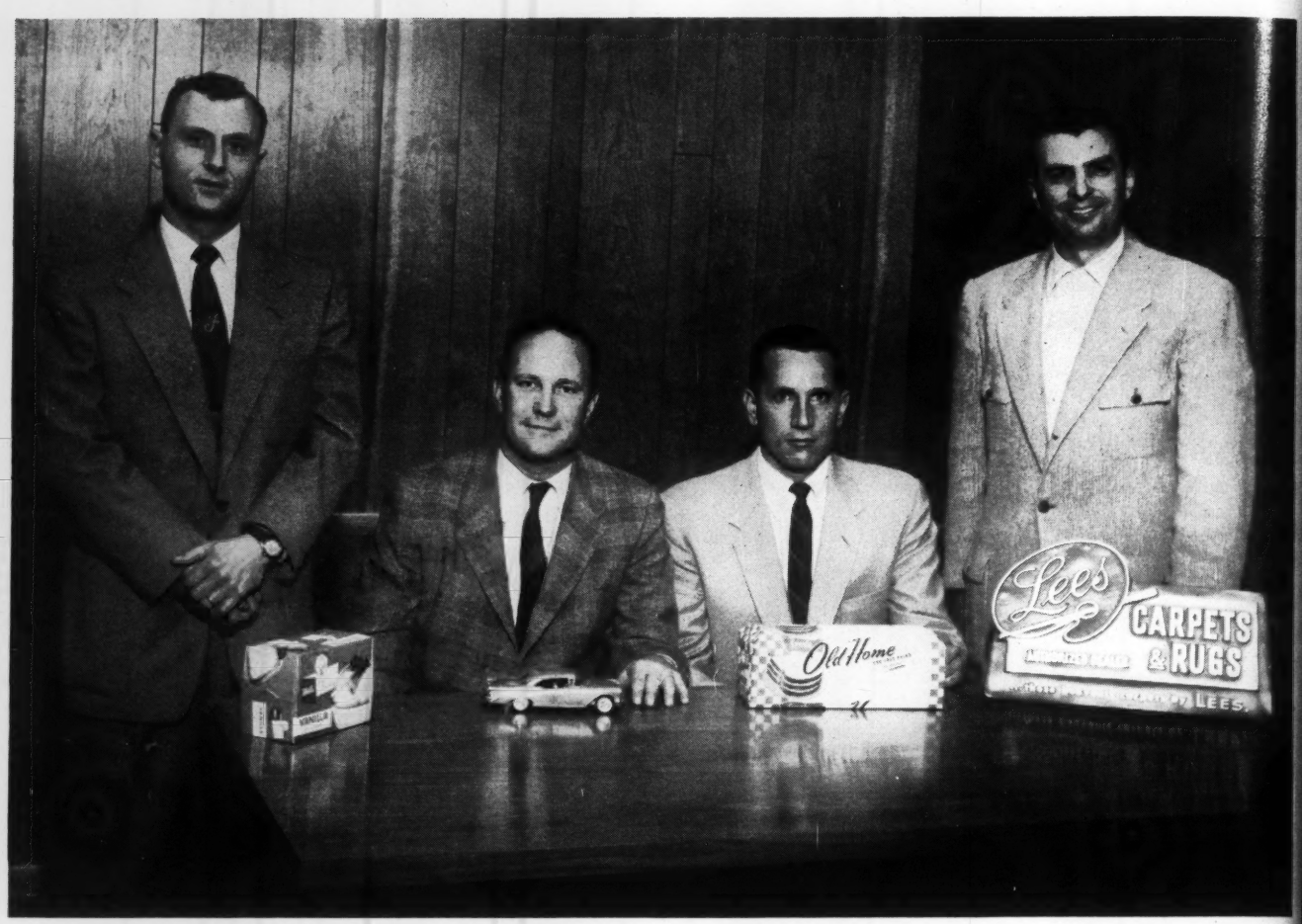
See your Petry man for the full story and start buying huge, rich, attentive nighttime audiences at the new low prices.

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST LOUIS



Fred Wells
Partner
Blue Bunny Ice Cream

R. S. Hoak
Owner
Hoak Oldsmobile Co.

Wm. C. Metz
President
Metz Baking Co.

Sid Baumsten
Partner
National Furniture Co.

We don't work for KVTV, but

KVTV really works for us

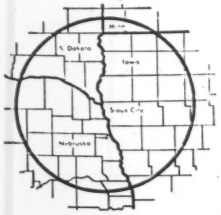
Testimonial

"We're selling products from bread to rugs, from ice cream to cars on KVTV Channel 9. Some of us use spot schedules, some use local shows, some use syndicated shows.* But we all tell the same story. KVTV is really working for us, really pulling sales from all over the market."

Pitch

The way to sell Sioux City, northwest Iowa and the Siouxland market is KVTV Channel 9. Why? Lots of people (229,330 families), with lots of money ($1,013,000 income) watch KVTV most (79% more audience than competition—Feb. '57 Pulse). The sponsors pictured know Sioux City and they place their advertising where it pays. If you'd like to join the happy sponsors in the picture, contact your KATZ man.

KVTV
Channel 9
CBS • ABC



* Represents 1826 programs and 806 announcements over the past 4 years.

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

SIOUX CITY, IOWA

BLANKET COVERAGE

MAXIMUM POWER

NEW TOWER

Now WCHS-TV in Charleston, West Virginia is delivering bigger audiences in Ohio, West Virginia, and Kentucky from its new 1,000 foot tower atop Coal Mountain.

1,250 feet above average terrain and 2,049 feet above sea level, WCHS-TV's mammoth tower (transmitting at maximum power of 158 kw) guarantees even more audience for your spots or programs. (The February 1957 Combined ARB for Charleston-Huntington-Ashland put WCHS-TV first in total quarter-hour wins over COMBINED competition.)

Find out from your Branham man why WCHS-TV is your best buy in the Charleston-Huntington-Ashland market.

WCHS•TV

Serving Charleston-Huntington-Ashland----from the biggest market

Charleston's only TV station

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- $3¾ billion retail sales
- $6¼ billion annual income

WGAL·TV

LANCASTER, PENNA.

NBC and CBS

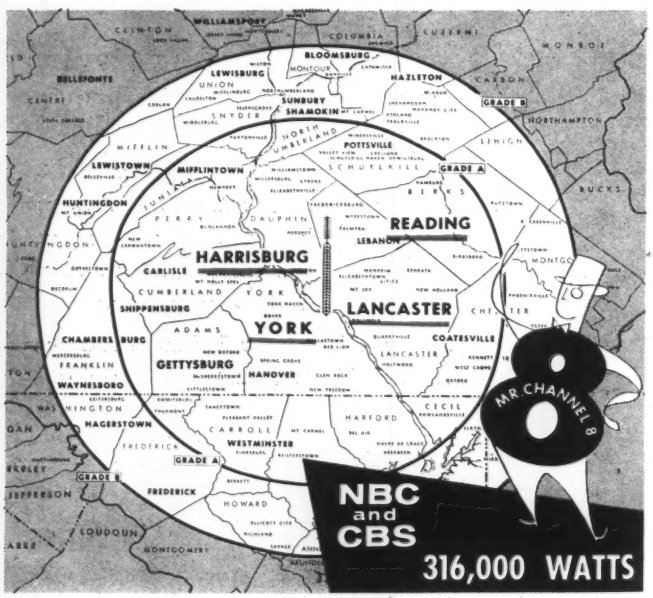
STEINMAN STATION · Clair McCollough, Pres.

Representative:

The MEEKER Company, Inc.

New York
Los Angeles
Chicago
San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit.

SUSPENSE • Explosive Khrushchev appearance on CBS-AM-TV, *Face the Nation* last week (Sunday) almost didn't happen because of Soviet bureaucratic red tape, it now can be stated authoritatively. Soviet party boss raised question about use of "outside" man (B. J. Cutler, *Herald-Tribune*) as panelist, but CBS insisted that customary format be retained. Kremlin green light was not given until Monday, May 27—day before interview was shot. CBS crew of half-dozen reportedly was all packed and ready to leave when clearance came.

B•T

CURBSTONE estimate of overall cost of history-making broadcast was about $25,000. In addition to six-man crew, 30 crates of equipment, weighing 2,250 pounds, were moved by air from Paris to Moscow.

B•T

IN THE RUNNING • Scuttlebutt last week on FCC sweepstakes for McConnaughey vacancy upcoming June 30: T. Hartley Pollock, St. Louis attorney, scratched and out of running. New entries: Former Rep. Clifton Young, of Reno (Harvard graduate, 35-year-old Republican, attorney active in young Republicans, infantry major World War II) and Charles O. Pengra, of Boston (senior partner in Boston law firm of Choate, Hall & Stewart). Still in running: George S. Smith, president of FCC Bar Assn.; FCC General Counsel Warren Baker, FCC Secretary Mary Jane Morris, latter coming up with strong Midwest support, particularly from her native Michigan.

B•T

NOT only FCC members, but members of Congress expressing concern over delay in naming McConnaughey successor as Commissioner. Almost everybody seems in favor of chairmanship for John C. Doerfer, including candidates. Failure to get Senate confirmation by June 30 would hamstring FCC, particularly where tie votes might be involved. Members of Senate Commerce Committee, unhappy about way administration has been handling appointments anyway, doesn't want to be stampeded into confirmation action at eleventh hour.

B•T

SHORT TRIP • There's been quiet change of plans about announced appointment of William S. Morgan Jr., vice president and general manager of McLendon Corp.'s KLIF Dallas, to be programming vice president of American Broadcasting Network [B•T, May 27]. He was all set to take over new duties early in June, but signals were switched at last moment, presumably by mutual agreement, and he's reported to have returned to McLendon group as assistant to president, Gordon R. McLendon.

B•T

FEDERAL Trade Commission attorneys are mulling questions raised by several complaints received in last week or so from radio stations attacking purported exaggerated advertising claims by competitors. Complaints allege that offenders are claiming bigger audiences and more coverage than they actually have. Basic question for FTC apparently is one of jurisdiction.

B•T

REFUTING RUMORS • People on Ford Dealers account at J. Walter Thompson Co. say they're having to work overtime to knock down reports, circulating last week, that they and Ford—because of Ford Div.'s $5.5 million package buy on CBS Radio network [B•T, May 13, *et seq.*]—are recommending that they get extra exposure by buying only on stations **not** affiliated with CBS Radio. They stress no such recommendation has been made and that, moreover, in handling Ford Dealers' multi-million-dollar spot campaign they're buying time on same basis as always: best availabilities they can get. Placing time on basis alleged, they say, would not be in best interests of client.

B•T

ROBERT HELLER & Assoc., Cleveland management engineering firm, has been commissioned by CBS to make study of network's housing and space requirements in New York, with report likely within three months. Report will be projected into future needs of company and, in tv, will take into account originations from New York as against Hollywood, as well as live vs. film. Starting point was analysis made by CBS of its own needs and requirements over next five years.

B•T

THE REAL TOLL • Though they haven't come out and said so, number of Hollywood studios and independent producers are against toll tv strictly for reasons of national economy. They feel toll tv will wreck economy because average wage earners will feed tv coin box at expense of paying more necessary household bills. They estimate that viewers now spend over 13 hours weekly with tv, that monthly bill for pay-tv would come to $30 including installation and maintenance. At that rate, how long till grocer gets hurt? they ask.

B•T

DESPITE growing recognition in judicial circles of broadcasting's ability to report court proceedings unobtrusively, there's slim chance that American Bar Assn. will take any action to ease oppressive Canon 35 at annual convention in July, when report of canon-revising committee is due. Best guess at this time is that any effort to lighten ban on electronic reporting in courtroom won't get serious ABA consideration until House of Delegates meets in February 1958.

B•T

COX SUPPORTER • If Sen. John W. Bricker, of Ohio, ranking Republican member of Interstate Commerce Committee, has his way, report of Democratic counsel Kenneth Cox on network operations will be adopted as report of full committee, according to reliable sources. Reports of previous committee counsel, which were highly provocative, were released as reports to committee rather than by committee.

B•T

BASIS for FCC's stand that it has right to authorize pay tv on broadcast frequencies (see page 70) is Congressional legislative history involving Radio Act of 1927. In that year there were two proposals to prohibit charging of fees for broadcast reception. Both failed of passage. This, according to certain toll tv proponents, implies that Congress did not mean to prohibit charge for receiving broadcast signals.

B•T

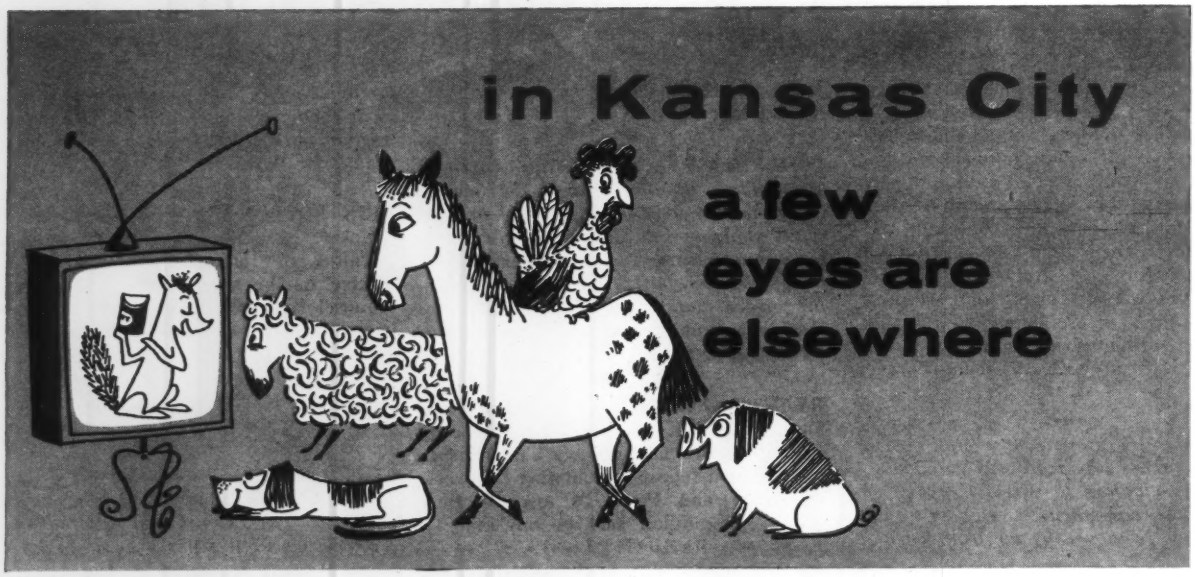
TWO HOT ONES • One Commissioner's opinion on two hot topics will be aired at Md.-D. C. Radio & Television Broadcasters Assn. meeting at Ocean City, Md., this week. Comr. T. A. M. Craven expected to contend: (1) that broadcasters by default are allowing government to censor programs indirectly and actually to run economics of their operations, whereas he interprets law to provide for free competition with no censorship and minimum of government interference; (2) that test of subscription tv on "open circuit" basis, in his judgment, is essential and that he expects FCC to authorize experiment, with only question in his mind what "perimeters" of testing should be.

B•T

BECAUSE General Motors plans to spend so much money in television next year, it's understood firm may name top Madison Ave. executive to head newly created post of tv head of GM.

B•T

IN THE RING • Stanley Hubbard president of KSTP Inc., St. Paul-Minneapolis, who last month took over ownership of KOB-AM-TV Albuquerque, N. M., from Time, Inc., is in what he describes as "fight to the finish" with Albuquerque's two newspapers over publication policy on radio and tv logs. Mr. Hubbard said he found KOB was paying two newspapers $14,000 per year for listings, when general practice is to run such logs as "public service" to subscribers. Newspapers demurred and war was on. Other stations also have cancelled paid listings, reports Mr. Hubbard.



but most
people watch
KCMO-TV
And we can prove it! Again, more quarter-hour firsts as surveyed by the April Pulse and the March ARB and Nielsen.

ANOTHER
M
MEREDITH STATION

KCMO-TV	**Kansas City**	**channel 5**
WHEN-TV	**Syracuse**	**channel 8**
KPHO-TV	**Phoenix**	**channel 5**
WOW-TV	**Omaha**	**channel 6**

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency
KCMO-TV . . . one of Meredith's Big 4 . . . all-family stations.

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Agencies, Networks Dissected—House antitrust group report asks Dept. of Justice to review advertising practices. FCC scolded by Chairman Celler's committee, which also found that while tv has made great advances, there is plenty of room for improvement. Time-option and must-buy practices are criticized. Page **31.**

ADVERTISERS & AGENCIES

Foods Spend Most In Spot Radio—Total of $8.3 million invested in spot radio time for food and grocery advertising in first quarter of 1957. Tobacco products close second with $8.1 million. Overall three-month spot outlay was $48.8 million. Station Representatives Assn. report shows complete product breakdown. Page **44.**

Why Edsel Picked FC&B—Here are the reasons behind the agency selection for Ford's new auto. Page **36.**

Aftermath of Cancer Report—Major tobacco advertisers and their agencies expect American Cancer Society report, linking tobacco smoking with death rate, to have little effect on their advertising plans. Page **34.**

MR. HIMMEL

Could Your Spot Tv Sue For Non-Support?—Martin Himmel of Dunnan & Jeffrey uses B•T's MONDAY MEMO to outline basic commandments for advertisers who fail to set up distribution, merchandising and orientation of retailers before getting into spot tv. Page **129.**

Time Buys That Paid Off—Hair curlers, discount items and even bologna can be sold through radio-tv. Successful advertisers show how it's done. Page **44.**

FILM

Paramount Will Tune Itself Into Tv Picture—President Balaban sees Paramount Pictures as an "important supplier" to television, both sponsored and toll. The Hollywood major hasn't made deal on its pre-1948 library, but may this year. Mr. Balaban feels commercial tv is in trouble and needs movieland's product. Page **52.**

United Artists Paints Rosy Picture—Stockholders in company's first stockholder meeting in 38 years are told firm plans to live happily ever after with tv. In exclusive B•T interview UA President Arthur B. Krim and Tv Sales Director John Leo explain U-A's "philosophy" towards tv, hint at stepped-up activity in that field. Page **54.**

Government Reaction to FCC's Tv Proposal—Suggestion to junk five-year-old system of processing tv applications draws around hundred comments. They range from outright acceptance to complete dismay. Page **70.**

More Blistering of the FCC—Tv grants draw further censure from Capitol Hill. Chairman McConnaughey answers Rep. Dingell. Page **74.**

NETWORKS

KHRUSHCHEV

That Kremlin Exclusive—CBS' *Face the Nation* interview of boss Khrushchev generates much comment across the nation, from the White House to the remotest barbershop. Most, particularly the press, are lavish in praise of the network's reportorial enterprise; there are a few growls and questions. Page **60.**

PROGRAM SERVICES

Cable Movies in the Home—Will American public pay more for movies delivered to the home than they do at theatres? That is basic question to be answered by Bartlesville, Okla., wired toll tv program, Jerrold's Milton Shapp and International Telemeter's Carl Leserman agreed last week in debate at Pittsburgh convention of community tv operators. Page **80.**

New Microwave Relay Readied—Bell Telephone Labs., with aid of new solid state devices and other technology, expects to have installed in two-three years new radio microwave relay that will broaden cross-country tv program highway. Page **96.**

$5 Million Lure For Giants, Dodgers—ITV makes offer for closed-circuit tv rights if ball clubs stay in New York. Page **91.**

MANUFACTURING

RCA Mapping Plans—RCA, cashing in on high-fidelity sound boom, intends to give all-out push to stereo home reproduction equipment this fall. To tell story of binaural sound, RCA and Kenyon & Eckhardt will show UPA-produced tv commercials later this summer on network, while dealers plan co-op on local stations. Pages **95 and 35.**

INTERNATIONAL

BBC, 21 Months After Commercial Tv—Gerald Beadle, BBC director of television, reviews the history and plans of the government corporation in a special interview with B•T's editors. He makes some comparisons of BBC and commercial tv operations. Page **120.**

DEPARTMENTS

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Newest Twin Cities Pulse is further proof that 1956 figures are worthless for 1957 time-buying.

PULSE UP!

(7 a.m.-7 p.m., Mon.-Fri.)

March April 1956	2.8
March April 1957	6.1

WDGY is now an even stronger first every afternoon.*

Look at the chart at the left . . . and see how far WDGY has come on Pulse in the last 12 months. Storz Station programming excitement has overturned radio listening habits of a generation—and Pulse isn't alone in reflecting it.

WDGY is **first** NSI area 9 a.m.-6 p.m. Monday-Saturday.
WDGY is **first** all day per latest Trendex. In every recent report, WDGY has a big first place audience story!

This is hardly the way things were 12 months ago, and thus buying Minneapolis-St. Paul on the strength of outdated figures, or obsolete "images" can be misleading. Scrap them . . . and let John Blair update you. Or, talk to WDGY General Manager Steve Labunski.

*March-April 1957 Pulse.

WDGY *50,000 watts* **Minneapolis-St. Paul**

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ, *President*

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

NARTB BOARD TO GET NEW TV COUNT METHOD

NARTB has come up with method of measuring television circulation by station coverage areas and on national basis.

Dramatic new technique, approved last week by special Audit Television Circulation Committee, is slated for Tv Board action June 19 in Washington. If approved, next step will be formation of industry corporation to operate measurement project.

Over four years of planning has gone into development of tv circulation audit. Project instigated in December 1952 at Tv Board meeting. It has moved through early discussion of measuring and interview techniques and field research. Next step will be pilot study, if board approves.

Experimental stage included development of special meter attached to tv set. This was to check against efficiency of various interview techniques.

Report to audit committee made last week by Hugh M. Beville Jr., NBC vice president and chairman of research subcommittee. It was accepted by full committee headed by Campbell Arnoux, WTAR-TV Norfolk, Va. Attending meeting in New York, besides Messrs. Arnoux and Beville, were Payson Hall, Meredith Stations; Ward L. Quaal, WGN-TV Chicago; Lee B. Wailes, Storer Broadcasting Co.; Julius Barnathan, ABC-TV; Melvin A. Goldberg, Westinghouse Broadcasting Co. Representing NARTB: Harold E. Fellows, president; Thad H. Brown Jr., tv vice president; Richard M. Allerton, research manager, and Dan Shields, assistant to Mr. Brown.

Stanton Tells Anfuso How-Why CBS-TV Interviewed Khrushchev

CBS-TV did not clear its Khrushchev interview with anybody because as "free American journalists" network's job was to "seek out and report the news," Dr. Frank Stanton, CBS president, said Friday. His comment was in letter sent to Rep. Victor L. Anfuso (D-N. Y.) who publicly posed questions on filmed interview to Stuart Novins, moderator of *Face The Nation* [earlier story, page 60].

Dr. Stanton wrote that policy decisions affecting program were made by management and thus, "I, as president of CBS, ought to give you this prompt reply." Though CBS informed U. S. State Dept. of its plans questions were not submitted to anyone in advance, Dr. Stanton said, and neither did CBS have any idea as to what Khrushchev would say.

Objective of interview, Dr. Stanton explained, was to "do what has never been done before"—get Russian leader in front of cameras and microphones in unrehearsed interview "so that the American people could hear, see and judge for themselves the nature of communism and the communist leadership." CBS' intention "hardly" was to secure a "confession" that communist system is bad (as Rep. Anfuso put it), CBS president said.

Dr. Stanton also pointed out that CBS had scheduled for yesterday (Sun.) on tv (3-4 p.m.) and on radio (10:05-11 p.m.) analysis program called *Comment on Khrushchev* by George Meany, AFL-CIO president; Dr. Philip E. Mosely, Council on Foreign Relations, and *New York Times* correspondent Harrison Salisbury, who formerly headed paper's Moscow bureau. He also reminded that CBS had offered facilities to President Eisenhower for comment on interview.

WLOF Gets Tv Nod in Orlando

FCC Friday granted ch. 9 in Orlando, Fla. to WLOF, that city, reversing examiner's 1955 initial decision favoring WORZ Orlando for vhf facility. Commission's decision against WORZ primarily based on what it called indirect ownership in WORZ affairs exercised by William O. Murrell Sr. WLOF owned by John W. Kluge group (including Joseph L. Brechner and Harris H. Thomson, which also owns WGAY Silver Spring, Md.; WILY Pittsburgh; KXLW Clayton, Mo.; WHIM Providence, R. I., and WKDA Nashville, Tenn.

Barco Heads NCTA

GEORGE J. BARCO, Meadville, Pa., community tv operator, elected new president of National Community Tv Assn. at Pittsburgh convention [early story, page 80]. He succeeds Bill Daniels, Wyoming cable owner. Other new NCTA officers: Glenn H. Flinn, Tyler, Tex., vice president; A. J. Malin, Rochester, N. H., secretary, and Clive Runnells Jr., Williamsport, Pa., treasurer.

A WEDDING FOR ORR?

WITH loss of Andrew Jergens Co. account last week—Jergen's advertising budget reportedly is in neighborhood of $4 million—it's understood that Robert W. Orr Assoc. may merge with another agency. Jergens, Orr's largest advertiser, has not yet appointed another agency and still hasn't set its fall tv plans. Firm had been on Steve Allen's NBC-TV Sunday night show until few weeks ago.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 34.

GROOMING VASELINE SPOTS • Chesebrough-Pond, N. Y., for Vaseline Hair Tonic, preparing spot announcement campaign to run in 125 radio markets starting July 1 for 26 weeks and two days. McCann-Erickson, N. Y., is agency.

PRELL'S SUMMER SPELL • Procter & Gamble (Prell), Cincinnati, starting spot tv campaign in undisclosed number of markets to run throughout summer. Agency: Benton & Bowles, N. Y.

BUYS THE BEAUTIES • Philco Corp., Phila., through BBDO N. Y., will sponsor 90-minute show on CBS-TV Sept. 7 featuring "Miss America Pageant." This is third successive year Philco is underwriting sponsorship of event.

DUAL-DRIVE SET • Warner Lambert Pharmacal Co. (Listerine), N. Y., plans to place two four-week blocks of spot announcements, daytime only, on about 50 markets. One block will start July 22, other Sept. 30. Lambert & Feasley, N. Y., is agency.

CAMPAIGNING FOR STARCH • Corn Products Refining Co., (Niagara starch), N. Y., launching spot radio-tv campaign this month in 35 markets, largely in Southwest, using average of six announcements per week on tv and 12 spots weekly on radio. Campaign understood to continue until November. Agency: C. L. Miller Co., N. Y.

AIR CONDITIONER SPOTS • Westinghouse Electric Corp., Pittsburgh, for its air conditioners, planning two-week saturation spot announcement campaign in number of major radio markets. Two schedules will be placed in June. McCann-Erickson, N. Y., is agency.

'PATROL' RENEWAL • P. Ballantine & Sons, Newark, N. J., understood to have renewed for third consecutive year Ziv Television Programs' *Highway Patrol* in 24 east-coast markets. Twenty-five stations are involved, since series is shown on both WPIX (TV) and WRCA-TV New York. Renewal effective this fall. Program has proved to be most successful of film company's to date, Ziv says, what with 90% of Ballantine time slot placed in Class-A evening time in major metropolitan markets. William Esty Co., N. Y., is agency.

Continues on page 10

at deadline

STATIONS GET IN FILM BUSINESS

IN unique arrangement, contract was signed Friday between Screen Gems, N. Y., and six tv stations whereby they will be partners in creation, production and distribution of new half-hour tv film series, *Casey Jones*. Co-producing series with Screen Gems are WPIX (TV) New York, KTTV (TV) Los Angeles, KDKA-TV Pittsburgh, WBZ-TV Boston, KPIX (TV) San Francisco and KYW-TV Cleveland. Last four are Westinghouse outlets.

Participating stations will share in production costs of series and in revenue accruing from sales by Screen Gems. Six stations have leased series on usual rental basis. It is available in other markets on regional and local basis. Starting date set for fall. Briskin Productions, Hollywood, will produce series for Screen Gems, with participating stations cooperating closely, according to SG.

Screen Gems officials stressed that cost of *Casey Jones* will be at least equal to that of program series produced for network or national sales. Since cooperating stations have offered suggestions on concept of programming, they added, series will bear "the imprint of stations' desires and needs, and in effect, will be tailor-made for local and regional sales."

Negotiations were conducted by Donald McGannon and Richard Pack, Westinghouse; Richard Moore, KTTV; Fred Thrower, WPIX and Jerry Hyams, representing Screen Gems.

NBC Makes Limited Comment On House Subcommittee Report

NBC greeted publication of House Antitrust Subcommittee's report on its broadcasting investigation (story page 31) with statement that "we are gratified that the subcommittee, after months of study, has concluded that network operations are 'indispensable to television broadcasting'." Statement, being released today (Monday), said "it is encouraging that the . . . subcommittee gives such forthright recognition to the pioneering role of the networks in developing, at great financial outlay and risk, the medium of television."

"With regard to the specific practices or transactions questioned by the subcomittee," NBC continued, "we feel it would be inappropriate to comment at this time since they are under active study by the government agency concerned or are in the process of litigation before the courts."

NBC statement concluded: "To this we can only add that the American system of free enterprise broadcasting is the most fiercely competitive industry in the nation today. Out of an intense and continuing three-network competition has emerged the finest television service the world over—a service that is only in its infancy and that holds infinite promise for the future."

Forty Take Khrushchev Film

CBS Television Film Sales reported Friday that 30 tv stations in U.S. and 10 foreign stations and networks, including East Berlin tv station operated by Deutscher Frensehfunk, have contracted on cost basis for CBS-TV's exclusive filmed Khrushchev interview. This was increase of 25 sales plus foreign contracts over five domestic stations reported last Thursday [story, page 64], only two days after initial network telecast. East Berlin tv pact negotiated by CBS via Russian official channels in U.S.

Albuquerque Press Shuns Logs; 'Denver Post' Invades With Lists

ALBUQUERQUE, N. M., radio-tv station logs are no longer appearing in local newspapers—*Journal* and Scripps-Howard *Tribune*. Newspapers refuse to carry logs except as paid advertising and stations will not pay for space. Impasse took new turn Friday when *Denver Post* sent crew to Albuquerque to promote circulation, disclosing it will carry listings of city's three tv's.

Journal carried page one story explaining that two of tv stations refused to make their logs available. Newspaper carried log of KOAT-TV in space paid for by McCormic Carpet Co., whose advertisement invited other two tv outlets to make their logs available. Foremost Dairies and Mead's bread are distributing free pamphlets with station logs, which also are carried by publications of nearby defense installations. Albuquerque newspapers have charged stations space rates to run logs over period of several years.

RCA Declares Dividends

QUARTERLY dividend of 25 cents per share on RCA common stock, payable July 29 to holders of record June 21, announced Friday by Brig. Gen. David Sarnoff, chairman of board, following regular meeting of board of directors. Dividend of 87½ cents per share also declared on first preferred stock for period July 1 to Sept. 30, payable Oct. 1 to holders of record Sept. 9.

Nation-Wide Buys 'Mama'

NATION-WIDE Insurance Co. (primarily auto insurance), Columbus, Ohio, via Ben Sackheim Agency, New York, has signed $750,000 contract (time and talent) for *Mama* film series for 52 weeks in 32 markets representing 14 midwest and northeast states. Contract with CBS Television Film Sales calls for 26 episodes plus re-run of same films.

• BUSINESS BRIEFLY

Continues from pages 9

STANDARD INCREASE • Standard Brands, N. Y., increases sponsorship of *Queen for a Day* on NBC-TV to full half-hour segment effective July 2 with 52-week purchase of additional quarter-hour alternate week segment. Firm also renewed Tuesday 12-12:15 p.m. EDT segment of NBC-TV's *Tic-Tac-Dough* for 52 weeks effective Aug. 13. Agency: Ted Bates & Co., N. Y.

GROVE IN GARDNER'S CARE • Grove Labs. (Bromo Quinine), St. Louis, appoints Gardner Adv., St. Louis, effective July 1. Account previously handled by Benton & Bowles. Bromo Quinine budget is just under $1 million.

Protesting Film Firms Told To Appear in N. Y. June 12

FOUR protesting film companies—still fighting FCC's subpoenas requiring filing of information and records for Commission network study—have been ordered to appear before Chief Hearing Examiner James D. Cunningham in New York June 12 with requested information. Commission affirmed Examiner Cunningham's May 21 order [B•T, May 27] upholding right of Commission to require information requested and denied appeals therefrom by Screen Gems, Ziv Television Programs, MCA-TV Ltd., and Revue Productions. If producers still refuse to submit information Commission said it would "forthwith" institute proceedings in federal court to require compliance. Meanwhile Screen Gems and Ziv have challenged validity of subpoenas; claiming they were issued by FCC Chairman McConnaughey and not by FCC as whole, as required by law.

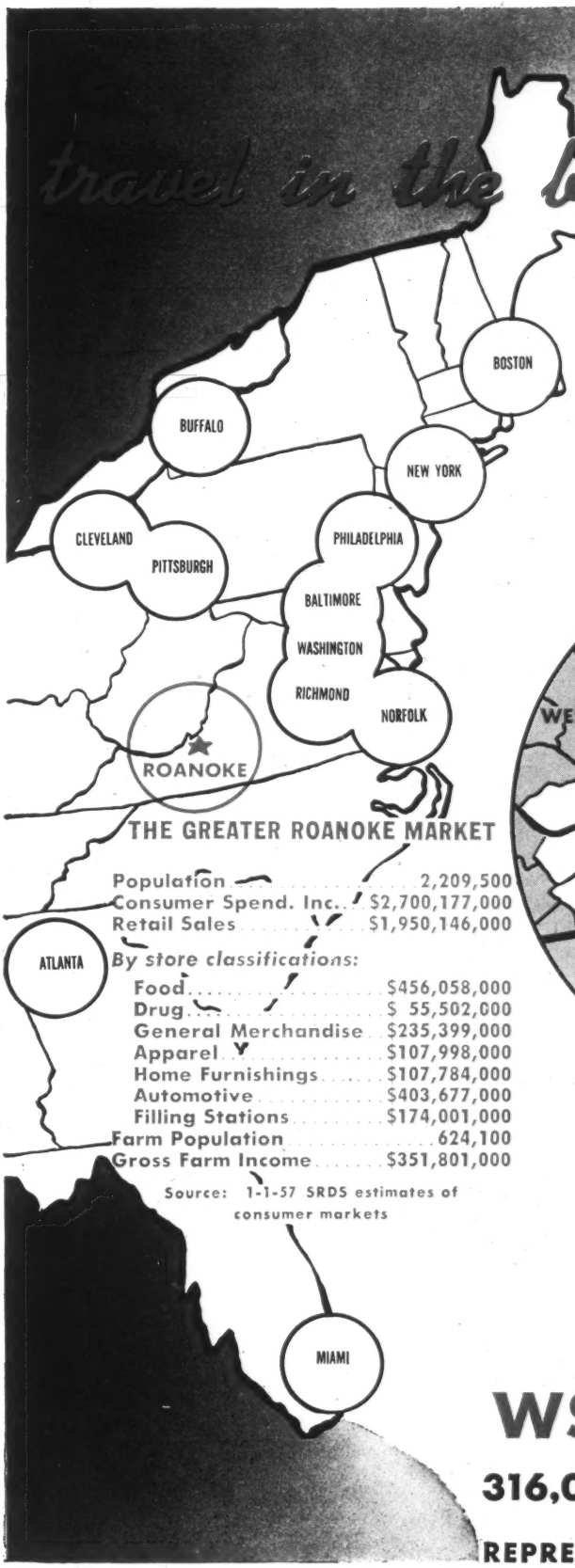
Hawaiian May Alter Ad Plans

CHANGE in advertising plans may be in wind for Hawaiian Pineapple Co. as result of parting, effective Oct. 1 with N. W. Ayer & Son after 25-year association and appointment of Foote, Cone & Belding (west coast office). Hawaiian had account split between Ayer (which had Dole pineapple) and FC&B, S. F. (other products such as fruit concentrate). FC&B now gets whole account with estimated total yearly billing of $3.5-$4 million. Hawaiian is not heavy broadcast user at present, is not in network but has some spot running in radio and tv. N. W. Ayer says breakup caused by basic agreement over marketing programs adopted by client. Company had little comment, though it noted that loss of handling by one agency would be less expensive than having account split between two agencies.

Philadelphia Trial to Start

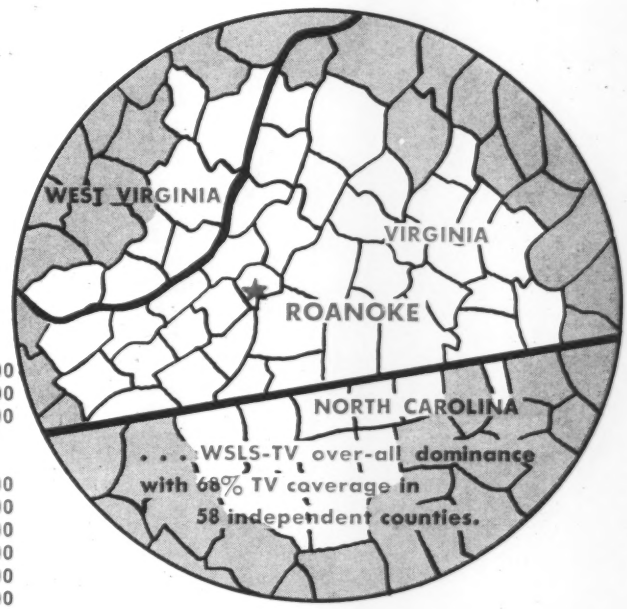
TRIAL of 10 Philadelphia radio stations and executives for alleged conspiracy to fix prices, for which grand jury issued indictment last year [B•T, July 2, 1956] scheduled to begin Wednesday in Philadelphia federal district court. Also included in both criminal and civil suits brought by Justice Dept. —on grounds stations agreed to fix radio advertising rates—was Philadelphia Radio-Tv Assn.

travel in the best circles



The circle of **WSLS-TV** influence reaches a 2 billion dollar market and bringing 548,200 households within sales range.

Confirmed by NCS #2 Spring 1956


WEST VIRGINIA
VIRGINIA
ROANOKE
NORTH CAROLINA
. . . WSLS-TV over-all dominance with 68% TV coverage in 58 independent counties.

THE GREATER ROANOKE MARKET

Population	2,209,500
Consumer Spend. Inc.	$2,700,177,000
Retail Sales	$1,950,146,000
By store classifications:	
Food	$456,058,000
Drug	$ 55,502,000
General Merchandise	$235,399,000
Apparel	$107,998,000
Home Furnishings	$107,784,000
Automotive	$403,677,000
Filling Stations	$174,001,000
Farm Population	624,100
Gross Farm Income	$351,801,000

Source: 1-1-57 SRDS estimates of consumer markets

HIGHEST RATED IN AREA

16 of the top 20 nighttime network programs on WSLS-TV.

11 of the top 13 half-hour film shows on WSLS-TV.

Rated highest in 341 of 499 quarter-hours. (March '57 A. R. B.)

WSLS-TV Roanoke

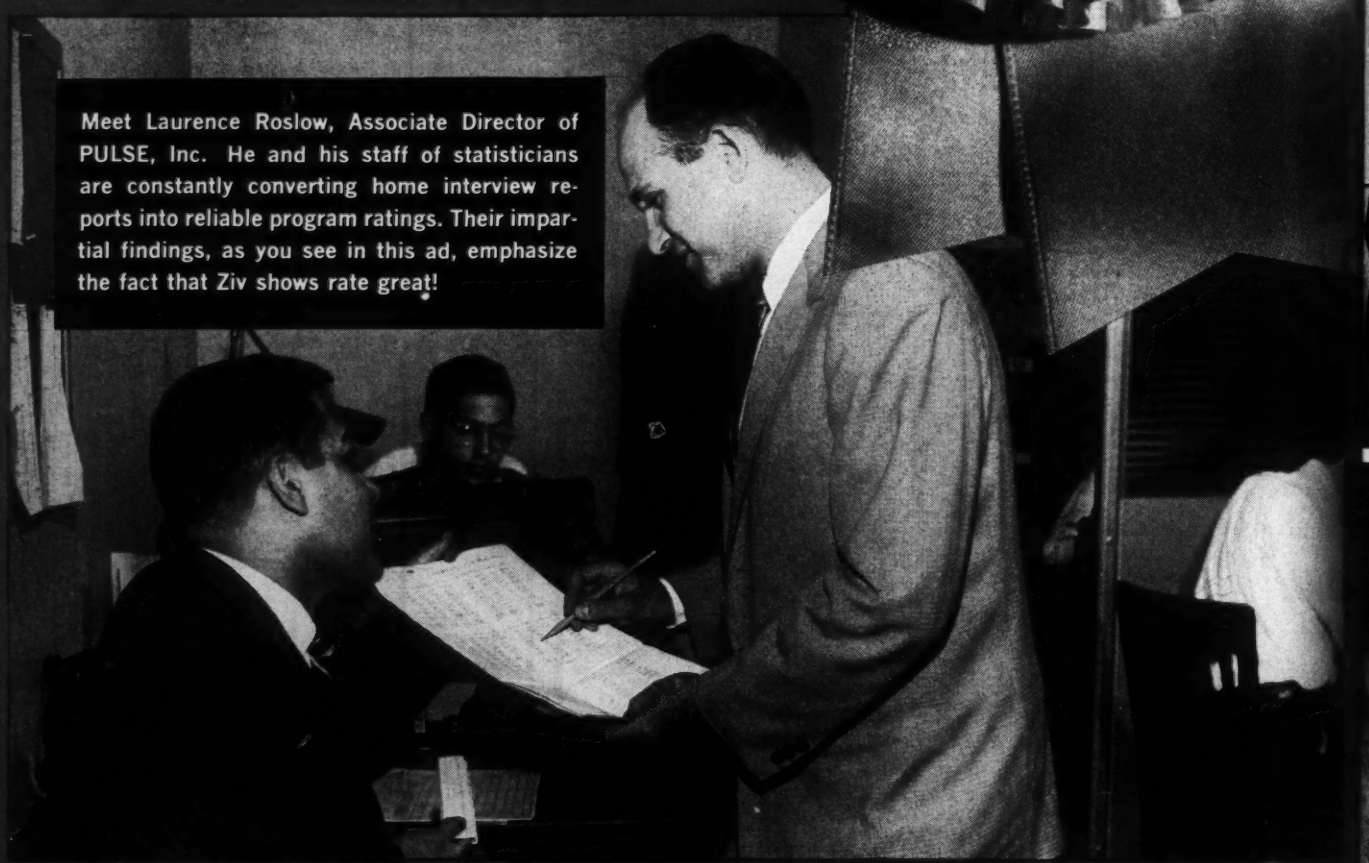
316,000 Watts NBC **Channel 10**

REPRESENTED BY AVERY-KNODEL, INC.

SPRING, SUMMER, FALL, WINTER...

IN ALL-SEASON RATINGS

ZIV SHOWS WIN 1ST



Meet Laurence Roslow, Associate Director of PULSE, Inc. He and his staff of statisticians are constantly converting home interview reports into reliable program ratings. Their impartial findings, as you see in this ad, emphasize the fact that Ziv shows rate great!

"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD

1st AMONG ALL SYNDICATED SHOWS IN MARKET AFTER MARKET!

FALL
38.2
#1 in Cleveland
BEATS: Ed Sullivan, Climax, Perry Como, Dragnet and many others.
ARB—Oct., '56

SPRING
36.1
#1 in Nashville
BEATS: Ed Sullivan, Dragnet, Jack Benny, Bob Hope and many others.
ARB—Mar. '57

WINTER
38.7
#1 in Seattle-Tacoma
BEATS: Ed Sullivan, I Love Lucy, Groucho Marx, $64,000 Question and many others.
ARB—Feb., '57

SUMMER
35.3
#1 in Detroit
BEATS: I Love Lucy, Perry Como, Groucho Marx, Dragnet and many others.
ARB—June, '56

"MAN CALLED X"

Starring
BARRY SULLIVAN

1st AMONG ALL SYNDICATED SHOWS AGAIN AND AGAIN!

FALL
30.7
#1 in Baltimore
BEATS: Ed Sullivan, Perry Como, Groucho Marx, Playhouse 90 and many others.
ARB—Oct., '56

SPRING
24.3
#1 in Providence
BEATS: Wyatt Earp, Danny Thomas, Ozzie and Harriet, Studio One and many others.
PULSE—MAY, '56

WINTER
34.3
#1 in Birmingham
BEATS: Dragnet, Lawrence Welk, Playhouse 90, Wyatt Earp, and many others.
PULSE—Feb. '57

SUMMER
27.2
#1 in Dayton
BEATS: Ed Sullivan, Lawrence Welk, Disneyland, Phil Silvers and many others.
ARB—July, '56

"SCIENCE FICTION THEATRE"

Your host
TRUMAN BRADLEY

1st AMONG ALL SYNDICATED SHOWS IN MARKETS LIKE THESE:

FALL
49.8
#1 in Portland
BEATS: $64,000 Question, Perry Como, Bob Hope, Playhouse 90 and many others.
ARB—Nov., '56

SPRING
26.5
#1 in Chicago
BEATS: Groucho Marx, Dragnet, Wyatt Earp, Sid Caesar any many others.
ARB—April, '56

WINTER
50.7
#1 in Omaha
BEATS: Perry Como, Groucho Marx, Jack Benny, Dragnet and many others.
ARB—Feb., '56

SUMMER
39.5
#1 in Jacksonville
BEATS: Groucho Marx, Dragnet, Wyatt Earp and many others.
PULSE—July, '56

ZIV'S NEWEST CHALLENGER FOR NO. 1 RATING POSITION!

"THE NEW ADVENTURES OF

MARTIN KANE"

starring Academy Award Winner
WILLIAM GARGAN!

For an eye-opening audition and an eye-popping sales plan, wire or phone ZIV today. You will be the most happy fella with the No. 1 show in your market!

TIME AFTER TIME . . .

ZIV SHOWS RATE GREAT!

IN CITY AFTER CITY!

ZIV Television

P and Q's of P&G were There

EDITOR:

Frank Beatty's round-up of the P&G story in this week's B•T is, I think, as terrific as it is accurate. It is truly a magnificent job of reporting. I can attest to a great part of the story because I was a P&G brand man and first television supervisor (pre-World War II) when Neil McElroy headed the advertising department of this fine company.

John C. Koepf
Assistant to the
Assistant Secretary of Commerce
Washington, D. C.

EDITOR:

J. Frank Beatty's piece on Procter & Gamble was a masterful job of reporting, interesting and thorough.

However, I could find no mention of Teel, a liquid dentrifice that enjoyed something less than the spectacular success common to most other P&G brands.

William M. Nugent
Promotion Dept.
International News Service
New York

[EDITOR'S NOTE—The P&G story was primarily concerned with the firm's use of television, an era following the demise of Teel.]

Lauds Red Cross Support

EDITOR:

It is a pleasure to thank B•T on behalf of our Public Information Committee for its valuable help in advertising our March campaign.

You will be interested to know that this year's campaign has reached 95% of its $5,500,000 goal representing the most successful campaign since the end of the Korean conflict. The editorial support of your publication in reminding [those in radio and tv] of the importance of supporting their Red Cross played a substantial part in making this possible.

Norman H. Strouse
(President, J. Walter Thompson Co.)
Chairman
Public Information Committee
American Red Cross, New York

Defends Educators' Track Record

EDITOR:

A little education for the writer of your editorial, "Uneducated Dollars" [B•T, May 20]. Educational television is going past the half-way mark if you don't count the score in the uhf (and you shouldn't), territories and unpopulated areas (and you shouldn't).

Of the 50 vhf channels reserved for education in populated areas 19 are on the air, eight more are under construction—total: 27 out of 50. Not bad.

Of the 23 reserved channels remaining, we in New Hampshire have one (channel 11 in Durham, home of our university). We are bound and determined to get it on the air to help solve some of our serious educational problems.

So please, don't underrate the progress of educational tv or the contribution of the Ford Foundation to it.

Edward J. Kingsbury Jr.
Chairman
N. H. Commission on Educational Tv
Keene, N. H.

Urges 'Termite'-Proofing

EDITOR:

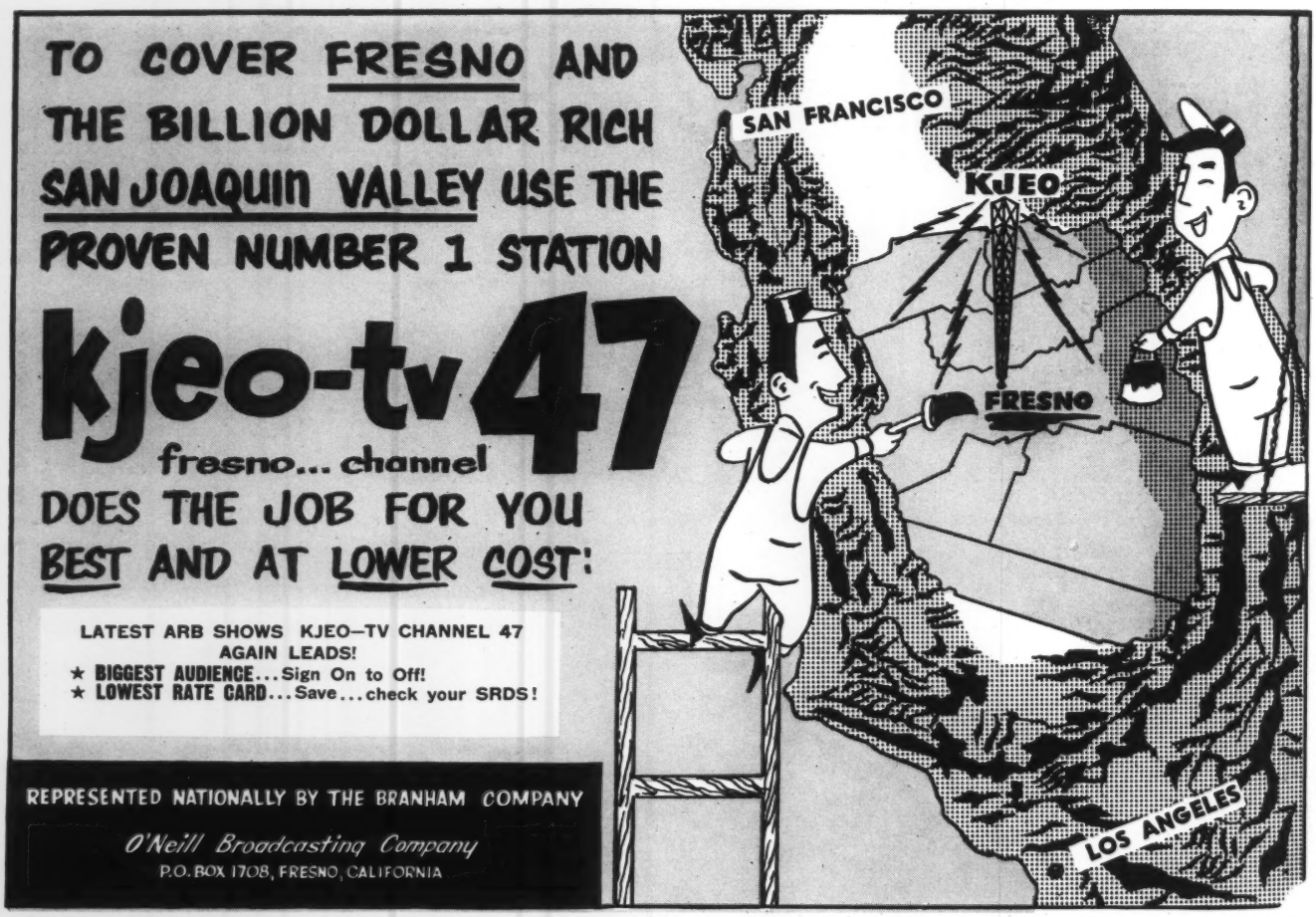
I would like to congratulate you on the editorial having to do with film bartering [B•T, May 20]. This sort of thing will soon break rate structures and also the value of film.

I have been through it in my early days in the newspaper business when I had to take inches from country weeklies in exchange for fees that were due me.

Nothing could do more to disorganize rate structure than trading films for time and in an industry that is endeavoring to approach a statesmanlike philosophy of operation—this is like inviting termites onto your roof.

An editorial such as "Let's Deal in Futures" is what makes B•T outstanding.

Allen Kander
Allen Kander & Co.
Washington, D. C.



WFMY-TV · MAXIMUM POWER ON CHANNEL 2 · GREENSBORO, N.C.

Fishing for sales...

Why flounder around for sales in the Prosperous Piedmont section of North Carolina and Virginia? Make a **big catch** every time with WFMY-TV. Easy to do here in the industrial South because WFMY-TV provides coverage of the area that no station, or group of stations, dares claim. Call your H-R-P man today.

50 Prosperous Counties . 2.1 Million Population
$2.7 Billion Market . $2.1 Billion Retail Sales

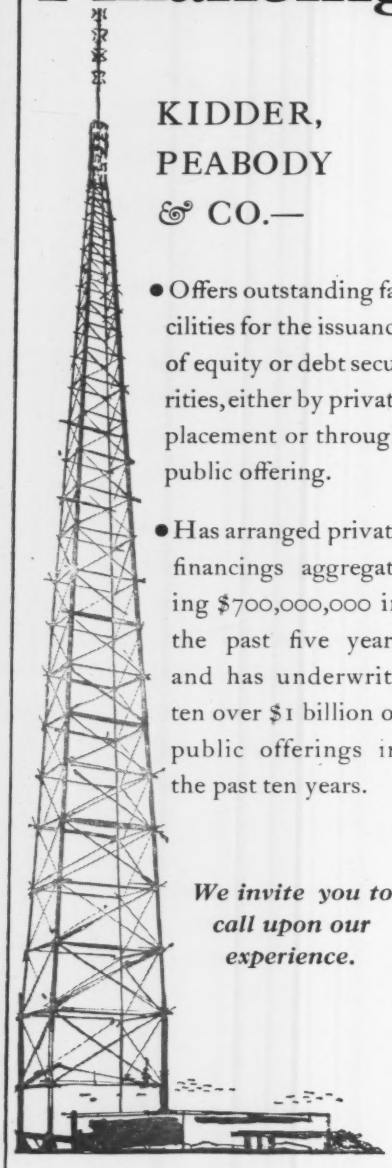
Greensboro
Winston-Salem
Durham
High Point
Salisbury
Reidsville
Chapel Hill
Pinehurst
Southern Pines
Fort Bragg
Sanford
Martinsville, Va.
Danville, Va.

WFMY-TV . . . Pied Piper of the Piedmont
"First with **LIVE** TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS
Since 1949

Financing



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- Has arranged private financings aggregating $700,000,000 in the past five years and has underwritten over $1 billion of public offerings in the past ten years.

We invite you to call upon our experience.

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OPEN MIKE

Covers Flint-Saginaw, Too

EDITOR:

Upon my return from Europe one of the first items of business that was brought to my attention was the article in your May 6 issue including a tabulation of stations serving the top 125 markets.

Since we have put our new 1,023-foot tower in operation, we deliver the strongest signal in Flint and our whole advertising campaign this year is based on increasing our audience in the Flint and Saginaw markets. Listings such as the one referred to are often kept by timebuyers for reference purposes and if this is the case your article could be very damaging to us.

Harold F. Gross
President
WJIM-AM-TV Lansing, Mich.

[EDITOR'S NOTE—WJIM-TV Lansing should be listed as also serving the Flint-Saginaw area. The May 6 compilation was based primarily on ABC and CBS tabulations submitted to the FCC in deintermixture proceedings over the past several years. As a consequence, there were certain omissions as well as portions that have since been outdated.]

Lincoln Was Excluded

EDITOR:

I was concerned with the fact that Lincoln was not included in the list of the top 125 markets [B•T, May 6] since Lincoln has a greater set count and retail sales than 20 of the stations listed.

I have since learned that this list was based on figures from CBS and ABC which have since been updated. For the record, Lincoln is within the top 100 markets served by the CBS network and within the top 70 markets served by the ABC network. I believe that these figures demonstrate the rapid growth of Lincoln-land as a television market.

A. James Ebel
Vice President & General Manager
KOLN-TV Lincoln, Neb.

A Sid Hix Fan Speaks

EDITOR:

As a longtime subscriber to B•T, I've very much enjoyed the cartoons by Sid Hix. I notice that some newspapers have been reprinting the cartoons on their tv pages. I'd like permission to reprint some on my pages. Of course, we would credit B•T and Mr. Hix.

I subscribe to several such [radio-tv] publications, but I feel the most complete job is being done by you and your staff.

Art Cullison
Radio-tv Editor
Akron-Beacon Journal
Akron, Ohio

[EDITOR'S NOTE: Permission has been granted.]

Doll-Sized Dolly Man

EDITOR:

I like your magazine. I'm ten years old. Please send me some names of people that make tv cameras. I'm going to be a cameraman.

Don Harbolt
2016 North Boulevard
Houston, Tex.

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*Reg. U. S. Patent Office

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Costume by Clare Potter

You feel very special on Red Carpet flights*

When you walk along the Red Carpet to your waiting United DC-7 Mainliner®, *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

Here, on the nation's fastest airliner, you'll find luxurious, relaxing surroundings. Soft and roomy seats, restful music before take-off, a spacious lounge. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze. . . . You can't be there already! You *are.* And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

Nation's fastest airliners—DC-7s! United Red Carpet Service from New York, Los Angeles, San Francisco, Chicago, Washington, D.C., Philadelphia, Detroit, Denver, Seattle and Honolulu.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

OPEN MIKE

Help to Dismantle Canon 35

EDITOR:

Co-chairmen Joe Herold and Grady Franklin Mapes, in behalf of the Denver Area Radio and Television Assn., have asked me to express their appreciation for the excellent treatment you gave the transcript of the film, "Electronic Journalism in the Courtroom" [B•T, May 13].

Broadcasters in many other states have used the film to further their campaigns against Canon 35. Your printing of the transcript should help materially in furthering the cause.

Sheldon Peterson
Secretary
Denver Area Radio & Television Assn.
Denver, Colo.

The Pitch Was Missed

EDITOR:

I was honored to be quoted in your distinguished publication [B•T, May 27], but I do wish that your worthy minions had made the distinction that I had, namely, I was presenting the point of views of those opposed to the critics in expressing my own by evaluation.

Jack Gould
The New York Times
New York City

[EDITOR'S NOTE—In quoting from Mr. Gould's "Where Tv Critics Strike Out", B•T failed to note the author's reminder that the thoughts expressed were a composite summation of talks with different persons actively engaged in tv.]

Another Public Servant

EDITOR:

In your IN THE PUBLIC INTEREST [B•T, May 20], there appeared a notice that WHB Kansas City had helped to save a man's life by broadcasting an appeal for a rare blood type needed to perform an operation or transfusion. At least four times during the past year WRAC has been called upon to do the same, each time with gratifying results. One of the calls to which WRAC received a tremendous response was the one which asked for donors of a specific blood type to help save the life of an engineer of a competing station.

These incidents help to dramatize the true public service contributions of music and news stations such as ours.

Edward J. Ruetz Jr.
Program Director
WRAC Racine, Wis.

Wants Fm Analysis

EDITOR:

Please send 100 reprints of "How Bright a Future for Fm" [B•T, April 15].

Sam Kravetz
WITH Baltimore

[EDITOR'S NOTE—Reprints of the B•T April 8 "How Bright a Future for Fm?" are available at $15 per 100 copies.]

IN REVIEW

IT'S A HIT

HAPPY FELTON, replete in a size 46 baseball umpire garb and shouting in frenzied excitement at the small fry, offered *It's a Hit* to the CBS Television Network June 1. Even evaluating the program in terms of interest to the 7 to 14-year-olds for whom it's intended, the show doesn't seem to register more then a loud foul.

Mr. Felton, for many years in broadcasting circles with his "Knothole Gang" and other baseball and stage activities around New York, presides over the quiz show along the lines of a baseball game. Two studio teams compete; the first program had youngsters representing the Police Athletic League and an area YMCA. Each participant swings at a stationary ball set up to record a single, double, triple or home run on a lighted scoreboard. The "batter" then is asked a question on any subject, according to the value of the hit. A prominent educator prepares each set of questions and well-known sports figures captain the competing teams.

All in all, it appears fun for the participating youngsters and garrulous umpire Felton, but not enough to sustain interest among home-viewing kiddies.

Production costs: $8,500.

Telecast sustaining on CBS-TV Sat., June 1, 11:30-12 noon EDT as a CMC Production in association with the network.

Executive Producer: Pierson Mapes.

Producer: Gene Schiess.

BOOKS

YOUR DOODLES—AND WHAT THEY MEAN TO YOU, by Helen King; 202 pp. $3.95; Fleet Pub. Corp., New York: 1957.

FORMER FCC Comr. Frieda B. Hennock's circular doodles "reveal a certain amount of sentiment and feeling for others," writes the author who adds that the lady lawyer "recognizes and solves her problems in regular order."

In this book, Miss King, a charter member of the American Women in Radio & Television, advisor to networks and agencies and sometime-radio personality, examines doodles for what they are and what they tell. Unfortunately, graphologist King has nothing but flattery for those luminaries whose doodles she sought to examine; after all, they must have at least one personality flaw apiece. Among the other celebrities whose samples are studied herein: MacDonald (*Dr. Mark Christian*) Carey, NBC announcer Hugh Downs, Dave Garroway, Dr. Frances R. (Miss Frances) Horwich, H. V. Kaltenborn, Dorothy Kilgallen, Mary Margaret McBride, H. L. (Hay) McClinton and Walter Winchell.

In her foreword, Miss King credits WRC-TV Washington (then WNBW) with being the first tv station to carry a regular series on graphology-doodles. Miss King was featured in the show which started in September of 1949.

MOST

at the Chicago Federated Advertising Club Awards Banquet...

were WMAQ and WNBQ, the NBC stations that were honored with more awards than any other broadcasting operation in Chicago!

Possibly the most cherished award of all was the one to WMAQ and its news staff. It is well-earned recognition for WMAQ's superior efforts in bringing to Chicago timely and informed reports, right around the clock.

The CFAC awards, four each to WMAQ and WNBQ, are significant because they come from advertising professionals, representatives of the Midwest's leading advertisers and agencies. Their selection of WMAQ and WNBQ implies a sound endorsement of the stations' programming *. . . and the commercial impact of that programming.*

These awards offer further proof of WMAQ and WNBQ's broadcasting leadership — the kind of leadership that means greater rewards for both audiences *and advertisers* in Chicago.

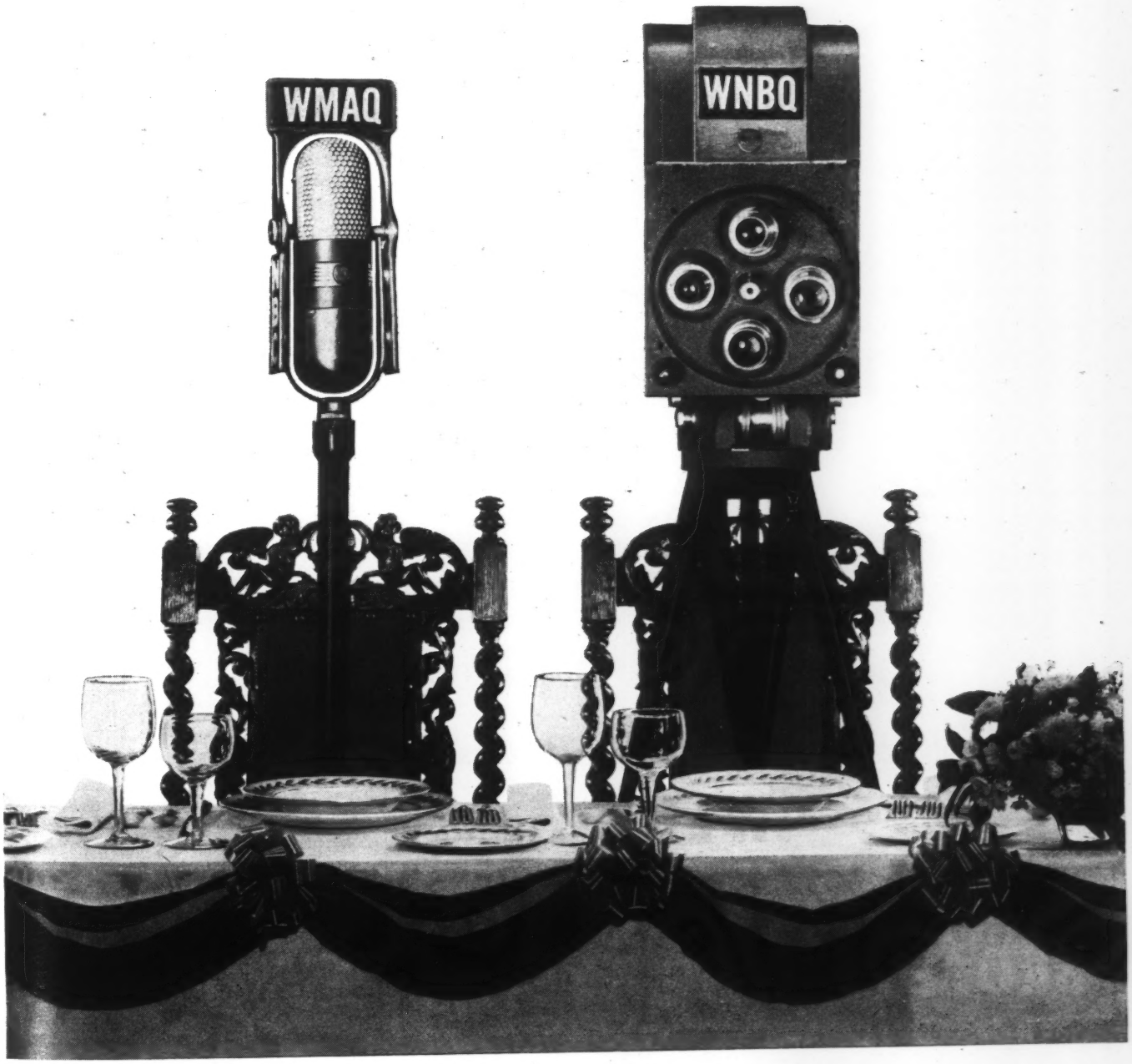
WMAQ-WNBQ, Chicago

SOLD BY NBC SPOT SALES

WMAQ Awards: WMAQ News Department — Best General News Coverage by any station; "Wed Howard" — Best Disc Jockey (Tie); "Virginia Marmaduke" — Best Women's Show; "Promenade Concert" — Best Local Music Show.

WNBQ Awards: "Clint Youle" — Best Weather Program; "City Desk" — Best Commentary Program; "Club 60" — Top network musical and variety program in Chicago; Station WNBQ — Special award for contribution to the welfare of the community in the religious field.

HONORED GUESTS



Remember

When you invest in Maine radio coverage . . . . .

The four stations of the MAINE BROADCASTING SYSTEM blanket all Maine's major markets and speak persuasively to virtually all of its effective buying power. No other Maine network can deliver so many radio homes for your advertising dollars.

Represented by Weed and Company

NBC-TV 'Home' Helps Refugees

EFFORTS by NBC-TV's *Home* show (Mon.-Fri., 10-11 a.m.) on behalf of Hungarian refugees, particularly its Jan. 11 telecast at the height of the Hungarian crisis, have been commended by the President's Committee for Hungarian Refugee Relief. The committee thanked the network, noting the program gave "some big lifts in explaining to the American people the situation as to the refugees, the kind of people they are and the need of Americans to help." On the show, a story entitled "Project Mercy," was told partly on film and live from N. Y. studios, depicting the problem faced by a typical refugee family in becoming adjusted to the U. S.

Morning Mayor Draws Blood

AS a result of three appeals by Eddie Clarke, "The Morning Mayor" of Kansas City, on his WHB *Musical Clock* program, a man was aided in his fight for life. The man was in need of blood transfusions of a rare type—type O-RH-4 Negative. The appeal was successful, with a WHB listener supplying the needed blood.

Sponsors Pitch for Charity

KHJ-TV Los Angeles joined with the sponsors of the Memorial Day San Diego Padres-Los Angeles Angels doubleheader in presenting the First Annual Baseball Jamboree, in behalf of The Big Brothers of Los Angeles Inc. On May 30th, the entire roster of baseball sponsors donated their commercial time to a fund-raising drive, which was planned to provide much help for some 20,000 Los Angeles area youngsters needing Big Brother guidance.

Legal Program Launched

IN CONJUNCTION with the Onondaga Bar Assn. and Doug Johnson Assoc., WHEN Syracuse, N. Y., has launched a new public service series entitled *Portfolio*. The program's goal is a better understanding of legal aspects pertinent to listeners in the WHEN coverage area.

WCHS-TV Helps Find Deadly 'Wire'

WCHS-TV Charleston, W. Va. was notified that an interview between its news director, Bob Boaz, and Dr. J. A. B. Holt of Shepherd's Hospital in Charleston was responsible for the return of a radium applicator which was reported missing from the hospital last week. It seems that while the doctors consulted with his mother, a nine-year-old lad picked up what he thought was "an old piece of wire" and put it in his pocket. Luckily for the boy, the deadly applicator was placed in a dresser drawer when he changed clothes. The mother, having seen the interview on *Esso Reporter*, began questioning her son, and subsequently, the applicator was returned to the hospital.

HOW DO YOU GET ATTENTION FOR YOURSELF?

This method might work — at least temporarily. But if yours is a quality television station, proud of a distinguished local record . . . if it has developed an individuality respected in your market — this isn't recommended.

Establishing a clearcut identity for yourself in advertisers' minds is becoming increasingly harder. (Since 1952, the nation's total of TV stations has increased from 108 to almost 500.) Interpreting your local stature, selling your local identity against such competition — demands *specialized* representation.

Representation burdened with over-long station lists, forced to use mass-produced methods, simply can't do the *best* job. That's why Harrington, Righter and Parsons concentrates full manpower and skill on a *limited* number of quality stations . . restricts itself to television *only* . . and tailor-makes a plan of *specialized* representation for each. Delivering the most to a few brings outstanding rewards. The stations listed here *know* (and are *known*).

HARRINGTON, RIGHTER & PARSONS, Inc.

television — the only medium we serve

WCDA-B-C *Albany* **WAAM** *Baltimore* **WABT** *Birmingham*
WBEN-TV *Buffalo* **WJRT** *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

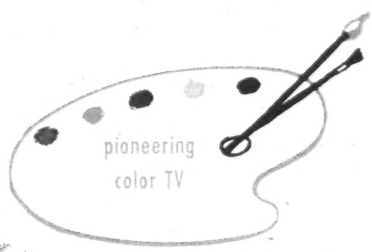
Point well taken

As in purebred pointers, championship traits are transmitted within a great television-station family.

Each station of the WKY Television System excels in programming, production, and public service. Each station offers the same experienced management that has won the confidence of America's leading advertisers since 1921.

In television advertising, it pays to choose a championship line.

THE WKY TELEVISION SYSTEM, INC.



WKY-TV Oklahoma City
WKY Radio Oklahoma City
WSFA-TV Montgomery
WTVT Tampa-St. Petersburg
Represented by the Katz Agency

KMVI-TV WEATHERMEN

KMVI-TV Wailuku, Maui, T.H., has added a different type of public service to its activities. At the suggestion of General Manager Ezra Crane, the U. S. Weather Bureau installed a fully-rigged weather station at the station's transmitter atop Haleakala, said to be the world's largest dormant volcano. Twice daily the KMVI-TV staffers double as weather observers to relay information to the Honolulu forecast office. Contrary to the popular belief that Hawaii is perpetually bathed in sunshine and balmy weather, Mr. Crane points out, KMVI-TV was silenced for several days last January when snow, hail and ice destroyed transmitter lines and isolated staffers atop Haleakala. In fact, the dedication of the official weather installation this spring was delayed several days by a deluge of rain.

Marathon Gets Results

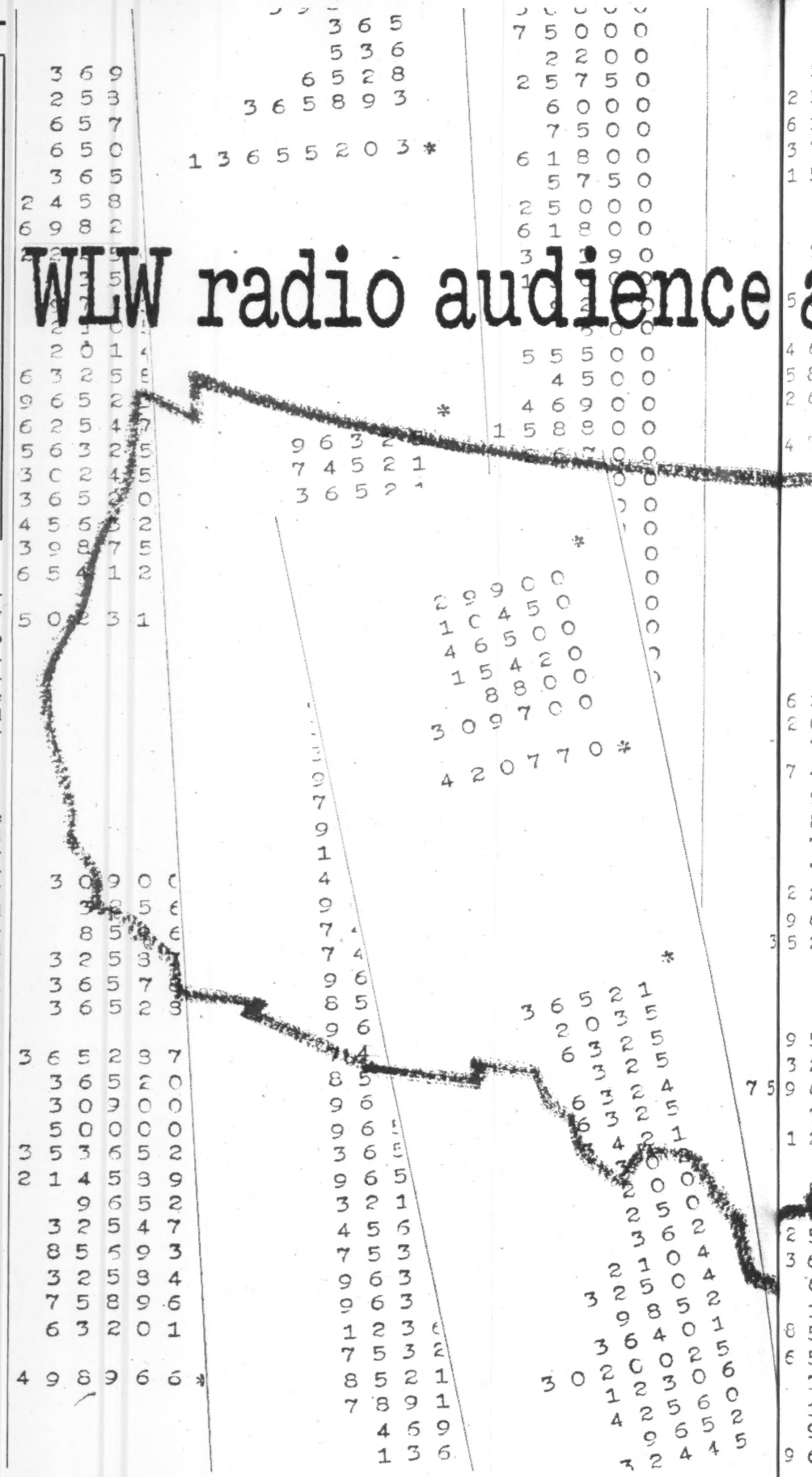
A marathon—*Bids For Kids*—carried for 16 hours simultaneously on WAVE-AM-TV Louisville, Ky., May 18-19, is expected to net $80,000 to $85,000 for Louisville Children's Hospital when the tabulation of receipts and pledges has been completed. The second annual event was jointly sponsored by WAVE Inc., and the Louisville Junior Chamber of Commerce.

Kiwanians Sing For Waifs

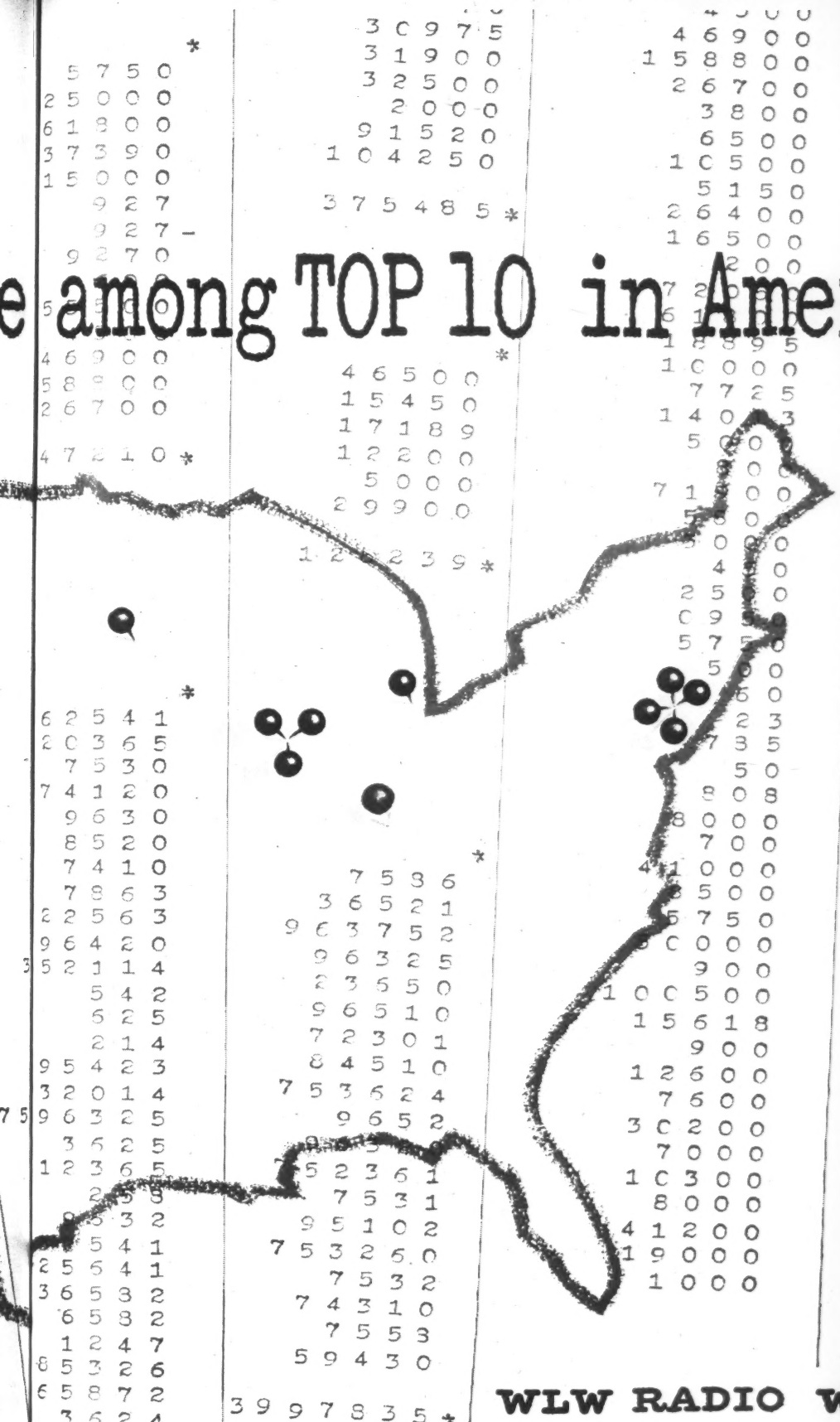
REEDLY, Calif., Kiwanians took over the operation of KRDU Dinuba, also Calif., and reportedly netted $330 for their fund for underprivileged children. In the three-hour broadcast, from 8 to 11 p.m., 30 members of the club sang songs, played records, read commercial messages and participated in interviews. Kiwanis members also purchased spot announcements on the program to swell the charity fund. During the evening Rudy Bergthold, secretary of the club, acted as disc jockey and used a 50-year-old Edison cylinder phonograph with a big metal morning-glory horn to play records.

KOY's 'Litter Bug' Campaign

KOY Phoenix and the Arizona State Garden Clubs have come up with a scheme to support a campaign to keep Arizona beautiful. Announcements are being carried on the station urging "litter bugs" to keep their trash in their car, and the Arizona Garden Clubs have arranged to distribute a "litter bag" to every car that is stopped at the ports of entry on the borders of that state. The bag, imprinted with instructions to keep Arizona beautiful, urges the recipient to "use this litter bag for trash . . . empty it in the next convenient roadside trash receptacle." It also urges people to "tune 550, KOY's frequency" which reportedly can be heard from all ports of entry into Arizona.



e among TOP 10 in America



A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

WLW RADIO WORLD

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WILS

114% MORE audience
than Station B ALL DAY!*

5000
LIVELY WATTS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

LANSING

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

WILS
music news sports

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to Ralph Morris Cohn

PROPHETS of gloom—first from motion pictures and more recently from television—have sounded off articulately and forebodingly about the ruinous effects of the one medium upon the other. But Ralph M. Cohn, vice president and general manager of Screen Gems Inc., New York, who is singularly equipped to understand both industries, is confident they can co-exist and, moreover, be used to the advantage of one another.

Mr. Cohn grew up in the motion picture business: his father was the late Jack Cohn, a pioneer in the field and executive vice president of Columbia Pictures for many years. Ralph Cohn was among the early Hollywood-trained motion picture executives who turned to the fledgling tv film business back in 1947. Today, drawing upon 10 years of experience in television, he makes this observation:

"Motion pictures and television can exist together—in fact can grow together, each can borrow and exchange from one another. Motion pictures provide a different kind of entertainment from tv and there is room for both in our expanding economy.

"For their mutual benefit, motion pictures and tv can exchange talent—actors, producers, directors, scripts. They can be used to advertise and publicize one another. They can borrow from each other insofar as production techniques and technological developments are concerned. In the early days of radio, the record business feared radio would be ruinous, but radio has played an important part in building up records. I firmly believe movies and television will have the same mutually advantageous effect on one another."

Ralph Morris Cohn was born in New York City on May 1, 1914. He was graduated from George Washington High School and from Cornell U. in 1934, receiving his B.A. degree in dramatic arts. He spent several years in the legitimate theatre in New York, first as a stage manager and later as producer of plays, before heading for Hollywood.

Mr. Cohn had worked in motion picture studios during summers while in school and with his subsequent experience became an assistant producer upon his return to Hollywood. In 1936, he was advanced to producer. Before his shift to television, Mr. Cohn served as a producer for Columbia Pictures, Darmour Productions Inc., Triangle Productions Inc., Comet Productions Inc. and United Artists.

In 1947 Mr. Cohn went to New York to assist in the exploitation of a feature film he had co-produced independently with Mary Pickford for United Artists. It was then that he saw his first television program—a variety revue produced on the shoe-string budget that was characteristic of that period. He decided then that television was to be his new career. At the time, he was convinced that the answer to the problems of the restrictions of live programming lay in the direction of film production and he envisioned the day when widespread use of films for tv would create a need for experienced film producing organizations.

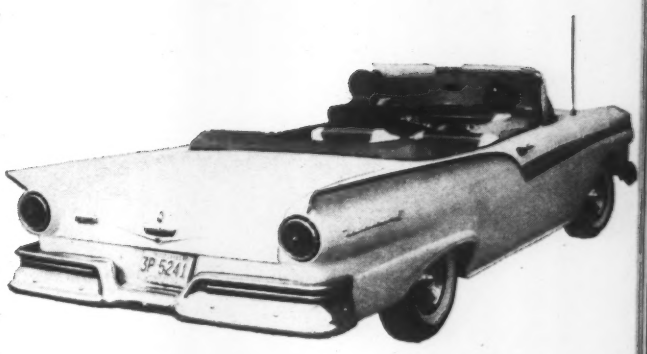
Mr. Cohn, with six associates, formed Pioneer Telefilms, New York, in 1947, producing commercials and a few programs. In 1949 Screen Gems Inc. was formed as the tv subsidiary of Columbia Pictures. Mr. Cohn recalls that the decision to affiliate with Columbia was made because the motion picture company had the resources and the foresight to enter the medium. He was named general manager of Screen Gems and in 1952 also was named vice president.

IN the past five years, Screen Gems has grown to a position of leadership in the tv film industry, with gross billings placing it among the first three companies. It has approximately 260 persons on its permanent staff. The growth of his company has not dimmed his basic philosophy that the ownership and profits from successful programming should go to the people who take the risks in creating them. It is for this reason that Mr. Cohn has encouraged Screen Gems to become a beehive of profit-sharing production activity for such producers as Robert B. Leonard, Irving Briskin, Eugene B. Rodney and actor Robert Young.

Mr. Cohn also is an articulate advocate of more tv stations in key cities throughout the country. He believes that with more stations and efficient distribution organizations, tv programming can "improve immeasurably."

In October 1952 Mr. Cohn married the former Doris Huffam, at that time assistant sales promotion manager of Blair-Tv, station representation firm. They live in Manhattan and northern Westchester. Mr. Cohn smilingly considers his "cooking" his main asset. Actually, he is an expert cook and regards preparing meals for friends his favorite pastime. He also likes to relax by playing golf. Mr. Cohn is a member of the Screen Producers Guild, Radio & Television Executives Society and the Rockrimmon Country Club in Stamford, Conn.

REAL LIVE LISTENERS



WCCO Radio, with its vast, 114-county basic service area in four Northwest states, delivers the region's biggest audiences—a weekly circulation of 723,860 families.* That's from 2½ to 28 times greater than all other Minneapolis-St. Paul stations! What's more, they are *real live listeners*—not casual tuners-in lulled by a constant din of background music. This is the result of WCCO Radio's *real live personality* local and CBS Radio Network programming, which attracts and holds attentive listeners. Simply stated: More people listen to WCCO Radio. *And they hear more,* including your sales message!

WCCO RADIO

The Northwest's 50,000-Watt Giant
Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

*—NCS No. 2

COUNTING NOSES

Whose noses *are* they? Seems like a reasonable question for any advertiser to ask when he stakes his money against a publication's ability to deliver.

That's why vague circulation counts, without proper analysis of *who* and *why* as well as *how many*, are no assurance that (1) your advertising is going where you want it to go, and (2) that it will receive any kind of attention when it gets there.

Take *our* field, for instance. Of the several publications purporting to cover radio and television, only one — BROADCASTING-TELECASTING — is a member of the Audit Bureau of Circulations. Only B-T can give you a definitive breakdown of its *PAID* readers. These, we are happy to report, comprise 90% of total circulation . . . and lead the field by several thousand noses in these ways:

1) almost 17,000 people *pay* to read B-T — more *paid* distribution annually than all other magazines in the field combined.

ISN'T ENOUGH

2) among the crucial (to you) advertiser-agency echelons, B-T's 5,166 *paid*, ABC-audited subscriptions mean unbeatable coverage.

3) on 1,000 desks in America's 40 biggest radio-TV agencies and advertisers, B-T is a *paid-for* fixture every week. (These, by the bye, are the top-billing 40 who spent about one billion in radio-TV last year.)

Only a publication that *does* have this caliber of circulation will face the thorough-going scrutiny of an ABC audit. Giveaway copies and unsolicited "subscriptions" are quickly recognized for what they are—circulation chaff.*

Busy people can't read everything that lands on their desks. But they *do* appreciate complete, concise reporting — and are willing to *pay* for it, as B-T's popularity proves. If you have something to tell busy people in radio-TV advertising, put it in the magazine they open (and open first) . . . the magazine they *pay* to get—because they know it's worth it.

* *Smell something burning? It's probably the radio-TV magazines whose circulation generosity exceeds their paid distribution. Ask any of them for a breakdown* — by types — *of their* paid *readership. It'll panic you (and them).*

BROADCASTING • TELECASTING

1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations

CAPITAL EVENT

On May 2, the cornerstone for WRC-TV's new four million dollar color television plant in Washington, D.C., was officially installed by Vice President Richard M. Nixon and NBC President Robert Sarnoff.

Beginning this Fall, WRC-TV will fulfill the promise in Mr. Sarnoff's dedication remarks: "Soon the nation will be able to see in living color the events, personalities, and scenes of the Capital, and from this added dimension our people will gain a truer picture of the institutions that are part of our national heritage. In a real sense, they will acquire a better picture of their government."

And in the words of Mr. Nixon this was "an historic occasion," for this is the first structure ever built expressly for color. It is also a symbol of WRC-TV's integration with Capital life, and of its continuing service to viewers and advertisers.

WRC-TV·4

Washington, D.C. Sold by NBC Spot Sales

BROADCASTING
TELECASTING

Vol. 52, No. 23 JUNE 10, 1957

CELLER SPELLS OUT HIS CRITICISM

Antitrust subcommittee's findings less drastic than expected

Small surprise: Congressmen 'curious' about agency business

TELEVISION has made "tremendous strides" in 12 years but "station scarcity and restrictive practices" prevent full development of a nationwide competitive medium, according to the House Antitrust Subcommittee.

In a 148-page report based on hearings held in the summer of 1956, the subcommittee took a critical view of network time option and must-buy methods, asking their correction on antitrust grounds. The report was made public today (Monday). It was adopted unanimously except for minority dissents on option time and music activities.

The FCC was handed several pointed scoldings for its failure to correct practices deemed to have antitrust implications. It drew particular attention for handling of the uhf problem, failure to hold a hearing in the NBC-Westinghouse exchange of stations and slow handling of the AT&T tariff investigation.

The final version of the report appeared without some of the teeth understood to have marked early draft reports [B•T, May 13]. Punitive language was smoothed over in some instances. An implication that network business should be subject to public utility regulation is offset by the statement that such action is not needed at this time.

Hearings were conducted under direction of Rep. Emanuel Celler (D-N.Y.), who also is chairman of the full Judiciary Committee. Other members were Reps. Peter W. Rodino Jr. (D-N.J.); Byron G. Rogers (D-Colo.); Lester Holtzman (D-N.Y.); Kenneth B. Keating (R-N.Y.); William M. McCulloch (R-Ohio) and William E. Miller (R-N.Y.).

High spots of the report follow:

• Only two "full-fledged national networks" are operating because vhf had an early start and FCC failed to keep its uhf promises. Intermixture and a weak deintermixture policy are holding back uhf.

• The relationship of the agency to both networks and advertiser is "curious." The subcommittee recommended the Dept. of Justice determine whether it is a voluntary relationship or whether it violates the antitrust laws.

• Network payments to affiliates and advertisers' time discounts show lack of uniformity and need correction.

• Network service is "outstanding" but NBC and CBS decide in large measure what people get from tv sets.

• Competition in tv should be restored by lifting competitive barriers and enforcing antitrust principles.

• Network ownership of stations leads to concentrated power.

• Networks should be allowed to set "gross minimum time charges" as a substitute for the must-buy policy.

• Option-time rule changes should be considered by FCC; the subcommittee warned it will watch developments.

• The first-call rule giving affiliates first refusal rights should be studied by FCC.

• FCC and the Antitrust Division, Dept. of Justice, should maintain a closer liaison.

• FCC should adopt a code of ethics to avoid leaks and prevent pressures.

• Antitrust Division should look into network participation in program production and the effect on advertisers and independent producers; it should study network talent contracts.

The subcommittee deemed it "curious that no time sale is made by a network directly to an advertiser and that no advertiser has sought to buy time directly from a network." In reviewing network business practices, the committee observed, "It must be remembered that it is the advertiser who pays the 15% agency commission." Some advertisers, it was felt, are or could be equipped to perform a number of agency services "and thus effect considerable saving in their television advertising budget."

If the network practice of selling only to agencies is entirely voluntary it then is unobjectionable, the report stated, but it noted the possibility of concerted action that would violate antitrust laws and felt the Dept. of Justice network inquiry should go into the matter.

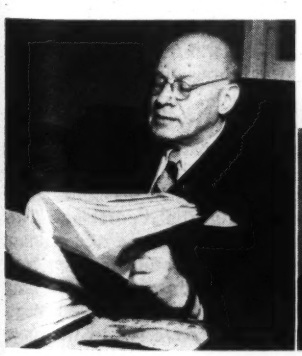
A staff study showed that the 15 top-ranking advertising agencies were studied, with the first 10 accounting for about 50% of all sponsored Class A time on the networks and with four of them having about 30%.

The top 15 agencies had 73.3% of CBS-TV A time, it was shown, with six of the 15 having 48.9%. The top 15 agencies had 59.3% of NBC-TV's A time, according to the study. Seven agencies had 50.3% of all network B time and five had 41.52% of C time on the three networks. Four of the top 15 agencies had 52.7% of C time on CBS-TV and the top 15 had 78.3% of C time on the network.

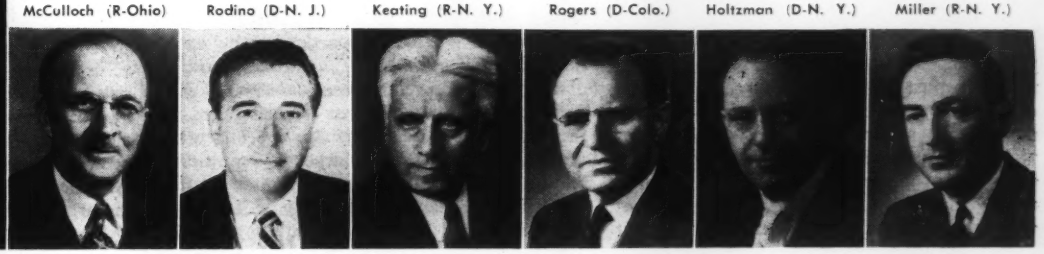
The committee observed that five of the ranking agencies had 31.30% of all tv network advertising time and the top 15 accounted for 57.94% of this time.

The study showed the top 15 agencies had 48.64% of total tv dollar billings. In January 1956 the billings of the 15 agencies had a gross value of over $21 million, or 54.58% of tv network billings of all agencies in the nation for that month.

The report commented, "Conceivably, if



CHAIRMAN CELLER AND HIS COMMITTEE



the trend toward greater and greater concentration in these top agencies is not stopped, a stupendous power for good or ill will reside in the officers of the agencies—a power that might involve serious political repercussions. The preemption of important prime hours on television can be much abused. A grave responsibility rests upon these agencies to conduct their affairs with due regard to the public weal."

The committee said no case had come to its attention "where a prospective sponsor has sought to buy time directly from the network." It added, "The president of ABC (at that time Robert E. Kintner) testified that 'the service supplied by an advertising agency is extremely real. The buying of time is very difficult in the sense of judging what shows can get the rating. . . . The selection of shows is probably the most precarious occupation in the world. About one out of 10 are successful and nine are not. The advertising agencies supply the commercial treatment and the so-called creative approach to selling goods. The advertising agency supplies services that the client needs and no one else can give him'."

President Frank Stanton, of CBS Inc., was quoted in the report as testifying, "The problem of handling a commercial television program is so complex that I do not know what you would do if you would not have an advertising agency to participate in its handling. There are 101 things that have to be done. (The network) is not organized to do that."

In suggesting that FCC consider a rule permitting gross minimum time charges instead of must-buys, the report said the figure should not be so high that it would deprive the advertiser of real flexibility in picking stations. Since networks themselves claim that advertisers almost universally order voluntarily far in excess of basic required stations, the subcommittee said it can't understand the network need for must-buys.

The review of time options in affiliation contracts notes evidence showing "that CBS and NBC each has canceled an affiliation because of insufficient clearance of network programs during the option time period."

National spot and local advertisers are at a competitive disadvantage with those willing to buy network time, the report says, the time option rule having the effect "of discriminating in favor of networks and network advertisers as against affiliated stations and non-network advertisers."

Absence of time options would give the station free choice in taking or not taking a particular program, with programs sold on their merits, it was stated. Network difficulty in clearing inferior programs "is a natural consequence of the market struggle" and comes under the concept of free enterprise, the subcommittee felt.

"If network survival depends upon curtailment of competition—if networks must perforce be insulated from normal market rivalry—that is clear admission that competition in tv broadcasting cannot be an adequate regulator," it was stated. The report suggests utility-type regulation might be necessary in such case but adds that utility legislative action isn't called for at this time. As an alternative it favors use of present laws to remove artificial restrictions and give competitive forces a chance to work.

As to affiliation contracts, the report found "widespread, arbitrary and substantial differences in the terms accorded by each network to its individual affiliates," especially in station compensation. These differences were described as favoring larger, multiple-station licensees. In the struggles among networks and large or multiple-station operators, the report contends, the small independent station may suffer.

Criticizing deviations in station compensation, the report said "their very vagueness" helps hide discrimination and the FCC should consider making public all affiliation contracts filed with it.

The report finds NBC and CBS tv networks and their nine o&o stations did 42% of total tv broadcast industry business in 1955 and 84% of national tv network business. CBS and its four stations had 23% of the entire broadcast revenue, NBC and its five stations 20%, it was shown.

While the subcommittee report went into detail in reviewing testimony covering BMI and ASCAP, only Chairman Celler refrained from warning that the subcommittee's conclusion should not be construed as expressing an opinion about pending litigation. The three Republican members said only a small fraction of the facts in the case had come before the subcommittee.

Following is a condensation of the subcommittee's recommendations:

Station Shortage and Uhf

Since scarcity of stations has limited the number of "full-fledged national networks" to two, the committee concluded there is danger that the power to dictate what American people see and hear may be concentrated in the hands of a few. The heart of this problem, it is stated, is inadequate development of uhf because vhf got an early start and the FCC failed to implement its policy of furthering uhf.

Such factors as the four-year tv freeze, the 1952 intermixture provisions, failure of the FCC to stimulate all-channel set manufacture and a vacillating deintermixture policy placed uhf under "an almost insuperable disadvantage," according to the committee, since uhf stations can't increase circulation because they lack superior programs and can't attract good programs because they lack set circulation.

The FCC was urged to speed up its study of a possible major shift to uhf and broaden its program of selective deintermixture, if feasible. The committee contended the Commission should conduct an educational campaign so the public will recognize that a substantial part of the tv system will ultimately utilize uhf and that all-channel receivers are needed. The set problem could be eased by a law exempting all-channel sets from the 10% federal excise tax or increasing tax on vhf-only sets, the report said.

The Commission was chided for its failure to speed up a study of AT&T transmission charges, the report noting the problem of insufficient tv stations is aggravated by the rule permitting operation of private transmission facilities only where common carrier service isn't available. This is described as discouraging development of rural stations.

Restrictive Practices

After praising networks for outstanding achievements at great financial outlay and risk and conceding networks are indispensable to tv broadcasting, the report said "it is clear that CBS and NBC have a dominant position in the industry" and exercise "vast influence" over tv broadcasting, determining in large measure what people get on tv.

Inter-related factors have led to this con-

COMMENTARY ON RATE DEVIATIONS

IN ITS investigation of network sales policies, the House Antitrust Subcommittee requested and was given reports on all discounts earned by sponsors on the three tv networks for 1955 and the first half of 1956.

The full reports of net billings, after discounts, of all advertisers on CBS-TV and NBC-TV were presented in B•T, Nov. 12 and 19, 1956.

No comparable information for ABC-TV was available. In deference to an ABC-TV request, the subcommittee refused to make public the ABC-TV discounts. ABC-TV told the subcommittee that it had been obliged in 1955 to depart from its published discount structure in order to attract business. Here is what the subcommittee report had to say about deviation from the rate card:

"ABC . . . has frequently sold time periods to sponsors at discounts far in excess of those specified in its rate card. During 1955, for instance, advertisers, in a number of instances, were allowed discounts ranging from 32% to 73% of the gross time rate although the maximum discount theoretically available was limited to 32½%. It may be added, however, that excess discounts were far less common for ABC advertisers during the first six months of 1956."

As to CBS-TV and NBC-TV deviations from published discounts, the subcommittee reported: "CBS . . . will not allow a discount or rebate beyond that specified in its rate card except in the most unusual case. NBC, on the other hand, will permit an excess allowance in a few cases where it is seeking to develop a time period which has not yet demonstrated its audience potential and which has been found unsalable for that reason."

The actual records of CBS-TV and NBC-TV discounts, as published in B•T, showed very few variations from the rate cards.

CELLER ADDRESS

REP. EMANUEL CELLER (D-N.Y.) will be the luncheon speaker at the June 20 meeting of the Federal Communications Bar Assn. in Washington's Washington Hotel at 12:30. Reservations are being handled by E. Stratford Smith, Smith & Pepper, Washington.

centration of power, it was stated, including limited frequency space, shortage of station facilities caused by "faulty frequency allocations, extensive pioneering activities by networks and their ability to bring to the public programs of great popular appeal."

As a corrective measure the report proposed "removal of competitive barriers and reaffirmation of basic antitrust principles." Direct government regulation was opposed. Competition could be restored under present laws without impairing the present network system in any way, it was stated.

As to rule changes, the committee said the FCC has broad power over station-network arrangements and it urged prompt completion of the FCC network study plus prompt action on suggestions of the study group.

These are committee comments:

Multiple-station ownership: Multiple ownership of stations has hampered competition, as recognized by the Dept. of Justice's Antitrust Division and the FCC's network study group. Network ownership of stations may lead to abuses of concentration and tie-ins, creating a conflict of interest on the part of the network as between its affiliates, for which it acts as agent, and its o&o stations.

Affiliation agreements: Station percentage of payment is not uniform, often operating to the advantage of multiple-station owners and other large licensees. The FCC should study affiliation agreements to find if any provisions are against the public interest and should consider the idea of making the contracts public.

Must-buy policy: This is neither sanctioned nor banned by the FCC. It deprives the advertiser of a chance to pick stations and markets he wants to reach and independent stations are at a competitive disadvantage as against a network affiliation in the market. Instead of must-buys, the FCC should allow networks to set gross minimum time charges with the advertiser free to pick stations making up the network package. No advertiser should be forced to buy a station he doesn't want to use.

Time options: These permit a network to substitute its program decisions for the station licensee's free selection of programs suited to the community and prevent competing programs from having access to stations in better listening hours, according to the report. In addition, non-network advertisers find it harder to buy prime station time and the public's choice of programs is restricted. After asking the FCC to consider option-time rule changes, the committee warned it will maintain "a continuing interest" in the Commission's actions because of the antitrust aspects. It added that weight must be given these antitrust principles together with the networks' contention that option time is indispensable to their operations.

Reps. Keating, McCulloch and Miller contended FCC is far better qualified than the committee to decide what should be done about the option-time rule, now being studied by the Commission. They objected to the stress laid in the report upon amendment of the rule and felt the committee should in no way try to influence the FCC. They advocated this language as a conclusion, "Against this background, the committee believes that the Commission should consider the option-time rule in light of the foregoing principles and in light of the networks' contention that option time is indispensable to their operation."

The first-call rule: Abuse of the affiliates' first refusal right should be prevented so one station cannot corner desirable network programs at the expense of other local stations by broadcasting them on a delayed basis at a time when few persons are watching. The FCC should consider requiring networks to give notice of program availability when the network program is not taken by the local affiliate "so that other local stations may have an opportunity to carry it."

The Antitrust Div. of the Justice Dept. was urged to scrutinize the following practices:

Network programming: By entering the program production field, networks have a bargaining advantage enabling them to demand and receive concessions from independent producers, including sharing of profits in first run, rerun and subsidiary rights, according to the report, which adds that advertisers are limited in their access to independently produced programs. "A question not completely resolved by the record is whether the networks tie sales of network and network-owned station time to the sale of network-owned or controlled programs," it was stated. Continued Dept. of Justice inquiry of such practices was urged, with reference made to the Paramount Pictures case.

Network talent contracts: Networks keep performers under long-term contracts, many of which have exclusivity provisions "that tend to restrict the business activities of competitors in the radio and television industry and also in noncompeting enterprises, such as night clubs and theatres." The report cited NBC artist management practices described as similar to complaints that led NBC and CBS to sell their interests in artist and concert bureaus. Contracts giving networks exclusive right to exploit the artist and to retain proceeds from appearances outside tv "can have lasting deleterious effects upon the talent management business," according to the report, with control of services outside radio-tv possibly interfering with trade and commerce in other fields. Talent practices restricting talent performances beyond the geographical limits of the network's operations should be studied by the Dept. of Justice.

Broadcaster activities in music: The committee felt the Antitrust Division should make a complete inquiry into all phases of the music field discussed in the report but failed to mention BMI or ASCAP. Reps. Keating, McCulloch and Miller dissented on the ground the committee had only a small fraction of the facts presented to it and should not prejudice the parties in the civil antitrust action brought by certain songwriters against BMI and broadcasters. They contended the Dept. of Justice had been watching the situation and voiced confidence it would continue to do so.

Asserting the FCC hasn't always adequately guarded the public interest from an antitrust standpoint in granting licenses, the report commented:

Interagency liaison: In the ABC-Paramount merger case (1951-53), lack of liaison with the Dept. of Justice was the department's fault but in the NBC-Westinghouse exchange case (1955) the FCC was at fault for acting too fast and not consulting further with the Antitrust Div. The division "commendably continued its investigation, instituted grand jury proceedings, and filed an antitrust suit against the participants."

FCC practices and policies: The Commission "fell short of performance fully protecting the public interest" in the NBC-Westinghouse case, dispensing with a hearing despite staff concern over concentration and coverage overlap.

Evidence indicates "for at least the past 10 years an air of informality has surrounded cases pending before the Commission," with members discussing the merits of pending cases with interested parties, even indicating how particular Commissioners would vote. The FCC should adopt a code of ethics to govern conduct in the Commission and by attorneys and industry representatives.

Network time discounts: The Antitrust Div. is studying the fixing of affiliates' network rates to see if there are illegal practices. Discounts run as high as 25% of gross billings, not geared or related to cost savings by the network. The Robinson-Patman amendment apparently applies only to tangible commodities and not to services. The committee will consider possible amendment of sec. 3 of the Clayton Act to cover services as well as commodities.

Televised Pro Sports Slated For Probe by Celler Group

REP. EMANUEL CELLER (D-N. Y.) last week said his House Antitrust Subcommittee will look into television's role—both pay and free—in professional sports. The House subcommittee will begin hearings June 17 on proposed legislation to exempt baseball and other professional sports from antitrust laws.

The committee is said to be interested in reports that Skiatron Corp. has agreed to pay $2 million annually for the closed-circuit tv rights of the Brooklyn Dodger baseball games if the National League club is moved to Los Angeles [B•T, June 3]. Rep. Celler, author of a bill (HR 586) which would forbid a payment for telecasts viewed in the home, said no witnesses from the tv industry have been called on to testify as yet.

ADMEN TAKE CANCER DATA CALMLY

MAJOR tobacco advertisers and their agencies appeared to take the American Cancer Society report on tobacco and death rates more complacently than many of their customers did last week.

The consensus of agency people handling key tobacco accounts was that the report—a final accounting of a 44-month study which indicated an "extremely high" association between cigarette smoking and death from lung cancer in particular—probably would have little effect, if any, on their advertising campaigns.

They noted last week's report, although a massive one, nevertheless was only one of several that have been issued by ACS during the course of its study. The feeling seemed to be that if the reports were going to affect tobacco advertising plans, they already had done so—as in the switch in copy themes from "health" to "fun and pleasure" that occurred gradually after the "cancer scare" first broke out.

Implicit in this thinking was the corollary belief that the report was not apt to affect sales much—that any such effect occurred long ago and was not likely to be substantially aggravated now.

Another agency executive pointed out that most tobacco advertisers already have set their network and spot budgets for next fall. He expressed the view that they would stick with them. In any event, he saw no likelihood of cutbacks in the face of commitments already made.

There was some speculation that pipe and pipe tobacco manufacturers, whose products got a much better "rating" than cigarettes or cigars in the report, might elect to take advantage of the report by boosting their advertising budgets substantially. But there was no immediate indication that this would happen. At least one pipe tobacco agency said it would be content to sit back and "let the publicity speak for itself."

While individual advertisers and agencies were reluctant to speak for quotation, the Tobacco Industry Research Committee was prompt with its reaction. "The causes of cancer and heart disease are not yet known to medical science," said this all-industry committee, adding that the ACS report did nothing to change this fact and that, moreover, statistical studies "do not prove cause-and-effect relationships."

Tv Commercial Impact Subject of KTTV Quiz

DIFFERENCES in commercial impact delivered by tv programs with single sponsor and multi-sponsored shows, between programs whose stars introduce or deliver the sales talk and those whose stars merely pause for the commercials to go on and between weekly and monthly programs are dramatically shown in responses of visitors to the Los Angeles Sportsmen's Show to questionnaires distributed there by KTTV (TV) Los Angeles.

Asked to name one or more products advertised on the *Ed Sullivan Show*, *Perry Como Show*, *Colgate Theatre*, *Jackie Gleason Show* and *Producer's Showcase*, which were not otherwise identified, a total of 1,785 individuals attempted to do so. Half of them were able to name one product advertised on the *Ed Sullivan Show* and more than one-third (36.9%) identified both products. In contrast, only 11.5% named one of the items advertised on the *Perry Como Show*, only 1.5% named two, only 0.2% named three and no one named more than three. KTTV reports that 15.4% identified Mr. Como with a former sponsor, Chesterfields.

Similarly, 10.8% put down Buick as being advertised by Jackie Gleason (which was true last year but not this), appreciably more than the 6.0% identifying one of his current sporsors. Only 0.3% could name a second product advertised on this program. Exactly the same results were obtained regarding *Producer's Showcase:* 6.0% named one product, 0.3% named two.

A third (33.1%) of the respondents were able to name one of the products advertised on *Colgate Theatre* (Friday night series on KTTV featuring complete telecasts of MGM feature films); 7.3% could identify two products, 2.4% three, 0.7% four and 0.2% five, with an additional 16.6% who just wrote "Colgate products" on the form.

"Don't take the answers to our questions as typifying the views of the average resident of Los Angeles," Jack O'Mara, KTTV promotion manager, warned last week. KTTV took a booth at the Sportsmen's Show, held April 4-14 at the Los Angeles Pan-Pacific Auditorium, staffed it with executives, salesmen and other station personnel, passed out questionnaires to people who came to booth and filled out the forms under the inducement that the stub of their questionnaire might be one of the two lucky ones and win for them a portable tv set.

"The nearly 8,000 filled-out forms we got," Mr. O'Mara said, "came from people who are interested in sports and outdoor life, who presumably are above average income because they paid admission to see exhibits of sports equipment and accessories they might want to buy and who were interested enough in tv to take the time to answer our questions."

Proof that the respondents are not typical comes with their answers to questions about the number of tv sets in their homes and their attitude towards color tv. Of 1,220 tabulated answers to the question, "How many tv sets are there in your home?" 73.4% answered one, 21.3% said two, 1.6% said three and 0.6% said more than three. Only 3.1% replied that they had no tv set.

Asked, "Have you shopped in a store with the idea of buying a color television set?" 26.9% replied that they had, an unusual display of interest in color that is in line with the multiple-set homes of these individuals.

Another pair of questions, answered by 1,785 persons, revealed that only 10.3% (15.8% of the women, 7.2% of the men) had ever written a letter to a tv station or program and that only 4% (6.5% of the women, 2.6% of the men) had ever entered a contest advertised on television. Incidentally, boys and girls who appeared to be under 18 were not given questionaires; instead, they received membership applications for the Junior Stars Club of young fans of the Hollywood Stars, whose weekend games are telecast by KTTV.

In collecting the answers to their questions, KTTV personnel staffed the Sportsmen's Show booth approximately nine hours each day, Mr. O'Mara said, collecting about 8,000 filled-in forms, of which about 5,000 were tabulated—1,523 of Questionnaire #1, 1,785 of #2 and 1,220 of #3. The project was set up, he said, to give the station's personnel, particularly program executives, a chance to meet and talk with the general public; next to promote KTTV's sports programs, and third to get programming information not otherwise available.

"For instance, we wanted to know what people think of some of our film shows [KTTV is a nonnetwork station] in comparison with some of the leading network programs, and how some of our local shows stack up against similar shows on other stations, and the results were quite edifying," Mr. O'Mara said. [See table.] He said he plans to repeat the project at roughly six-month intervals from now on.

Question: Assume the following programs were on the air at the same time, check the one you would watch.

Total Responses 1,523 (869 men, 654 women).

	Men	Women	Total
Ed Sullivan	63.4%	66.0%	64.0%
Highway Patrol	36.6	34.0	36.0
Burns & Allen	49.1	45.3	47.3
Susie (Ann Sothern)	50.9	54.7	52.7
People Are Funny	31.9	40.1	35.6
Phil Silvers (Sgt. Bilko)	68.1	59.9	64.4
Sheriff of Cochise	27.9	31.6	29.5
Gunsmoke	72.1	68.4	70.5
Perry Como Show	81.8	74.3	78.4
December Bride	18.2	25.7	21.6
Life of Riley	49.4	47.8	48.7
Burns & Allen	50.6	52.6	51.3
Life of Riley	23.6	20.2	22.1
Bob Cummings Show	76.4	79.8	77.9
George Putnam News	63.7	72.6	67.7
Clete Roberts News	36.3	27.4	32.3
I Search for Adventure	79.9	81.6	80.5
Global Zobel	20.1	18.4	19.5
Bob Cummings Show	57.8	63.0	60.2
Highway Patrol	42.2	37.0	39.8
Private Secretary	40.3	55.6	47.2
Badge 714	59.7	44.4	52.8
Ed Sullivan	51.0	39.2	45.6
Colgate Theatre (MGM Movies)	49.0	60.8	54.4
Studio One	57.5	65.8	61.2
Paul Coates Confidential File	42.5	34.2	38.8
Groucho Marx	63.4	62.4	63.0
Wallace Beery Theatre	36.6	37.6	37.0
Science Fiction Theatre	57.6	50.9	54.5
People's Choice	42.4	49.1	45.5
Colgate Theatre (MGM Movies)	53.2	60.6	55.5
Groucho Marx	46.8	39.4	44.6

PREVIEW: How RCA will use tv next fall to sell new sound through sight

AT THE beginning of the fall tv season television viewers will get an explanation of sound—through sight.

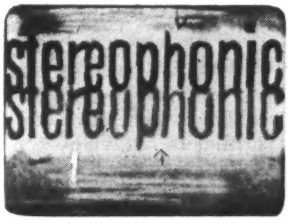
This is no mean trick to begin with, but considering that the sound is binaural, and that over 95% of tv sets come equipped with only one speaker, the job's twice as hard. But for Kenyon & Eckhardt, New York, agency for RCA's Radio and "Victrola" Division—the people selling the stereo sound—and UPA Pictures Inc., New York, the production firm assigned to the project, it was just another job.

The gimmick: To tell the story of stereo—what it is and how it works—through simple, diagrammatical explanations. But in the final analysis, it'll be up to each and every viewer mentally to perpetuate the image of stereo sound. "The pictures just provide the primer, but the audience pulls the trigger," is the way one K&E man puts it.

There are two commercials: The first, a 60-second item, combines animation with live action film, with the latter being used to show the actual RCA models. This is the one to be used on RCA's network tv programs, *The George Gobel-Eddie Fisher Show, The Perry Como Show,* and another, as-yet-unannounced RCA-sponsored show. At the same time, RCA dealers coast-to-coast will receive a 50-second version of the same commercial, with 10 seconds left open for local dealer insert. These will be placed by the dealers, through co-op funds, on over 400 stations. Also to be run is a series of radio spots, not yet completed, which will tell the "stereo story" on the aural medium.

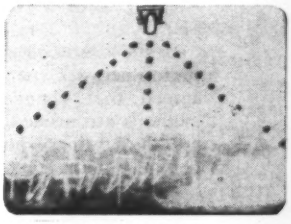
Though RCA would love to go on record as saying that its prime purpose behind these spots is to move its 1957-58 line of "new orthophonic high-fidelity" phonographs, consoles and combination radio-phono-tape recorders, its principal sales platform will concern itself with the RCA line's "adaptability" to stereo. That is, "Buy one player-speaker system now, add another one later."

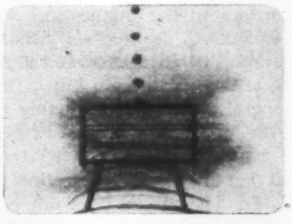
The man responsible for coming up with the storyboard idea was K&E's art director-production supervisor Larry Parker. Copywriters assigned to put sound into words were Maggie Currens and Stanley Tannenbaum, and UPA art director was Jack Goodford. Least-heralded, but nonetheless equally important contributor to the spots was the late Bela Bartok, the Hungarian composer who died in 1945. It is Bartok's Concerto for Orchestra, recorded by RCA and played back through the RCA stereo system, which scored the point—or points the score.

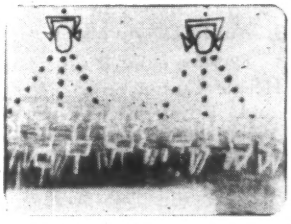


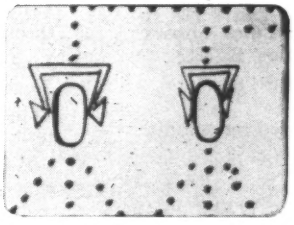
VOICE: Stereophonic sound! . . .

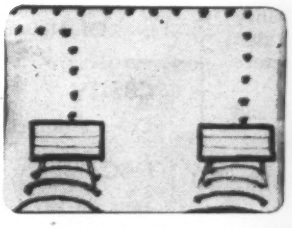
Music with dimension! Direction! . . .

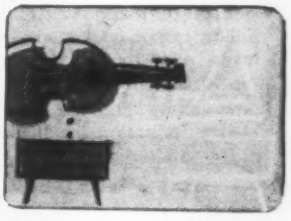

How's it different? Usually music is recorded into one sound system . . .

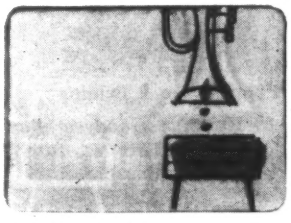

You hear it played back from only one direction. It sounds fine but you're missing dimension and direction . . .

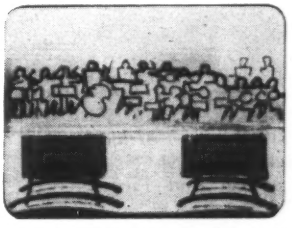

That's what RCA Victor stereophonic sound gives you. Two different sound tracks are recorded on tape . . .


by two separate sound systems . . .


played back through two separate instruments. You hear . . .


strings from the left . . .


brass from the right . . .


the whole orchestra around you. if you closed your eyes, you wouldn't believe it was recorded . . .

That's stereophonic sound . . . Ask your dealer for a free demonstration.

Why Edsel Selected Foote, Cone & Belding

SOME of the background on Edsel Div. of Ford Motor Co.'s advertising plans and the selection and relationship of its agency, Foote, Cone & Belding, Chicago, was revealed last week.

Among the disclosed details:

• FC&B "was in a position" as one of the largest agencies in the country, "to man up and go to work 20 months ahead of the Edsel car's introduction, with an out-of-pocket investment of $1 million in the Edsel future."

• Edsel's first assignment to FC&B in Feb. 7, 1956, was for FC&B "to develop sound ways to invest more than $10 million in bringing the Edsel car to market via announcement advertising and a year's follow-up program."

Edsel is the Ford Motor Co.'s new "medium" automobile line that will be introduced this fall (1958 models). The division is a new advertiser and its movements up to now have been followed carefully by most of the advertising field.

Background on Edsel and its selection of FC&B as its agency is contained in the first (spring issue) marketing magazine sent to Edsel dealers (titled "Your Edsel Marketer").

The article informed dealers that "whether it's a phone book trade listing or a tv network program, the thinking [by FC&B] begins with the dealer point of view."

According to the publication, Edsel Division executives devoted six months to the consideration of an agency and in February of 1956 a phone call from Larry Doyle, Edsel's general sales and marketing manager, to Fairfax M. Cone, president of FC&B, put "Edsel advertising in business."

What led to FC&B's selection from 23 candidates? The article does not present all of the details but discloses at least this much:

• An objective approach: "fresh . . . with advertising tailored after the Edsel itself."

• A resource of manpower and money (the $1 million out-of-pocket expenses that it could invest over the 20 months before the car was to be introduced).

• A stature among "creative agencies" and its physical size, its national makeup and its record in advertising successes.

• The agency's "maturity and a healthy working climate."

• A list of clients "comparatively few in number" but "big business in size," and a record of stability in agency-client relationships.

• Promise of a fresh approach to Edsel advertising because the advertiser would be the agency's first automotive account.

What happened after the agency selection? Edsel first made sure FC&B knew the Edsel background, objectives and the product. The agency then set up a new Detroit headquarters bringing in top creative people from Chicago and San Francisco. These people were sent out in the field to talk to dealers and customers.

Mr. Cone is quoted as saying that the words to be used in the advertising copy to describe "Edsel's promise will be the dealer's and the salesman's words." Advertising copy will be prepared by people who "have studied the car as dealers and salesmen do and as prospective purchasers will," according to Mr. Cone, who adds that after months of talks with people in the field, agency people now have substituted the people's "thinking and their words for routine claims."

Broadcasters Advised At Calif. Sales Clinic

DON'T call on a timebuyer unless you have something to tell him; don't be offended if he can't see you if you drop in without advance warning; don't go direct to an advertiser without telling the agency first; don't forget that while ratings are indicative it is sales that are really important; do give agencies local success stories as well as ratings; do offer improved facilities first to agencies now doing business with your station; do provide full information about availabilities; do offer ideas for using radio, and your station, more effectively; do offer suggestions for changing unacceptable copy; do get together on a standard presentation form; do offer effective merchandising services.

Those were some bits of advice given to broadcasters by agency-advertising panels at the morning session of the sales clinic of the Southern California Broadcasters Assn. Thursday at the Sheraton-Town House, Los Angeles, with a registration of more than 160.

In the afternoon an agency-representative-station-network panel on media research agreed that changes in present research methods are needed, that ratings are useful, but that ratings should not be used alone but only with other sales tools.

A concluding panel of three broadcasters and two agency executives discussed various ways to use radio and agreed that day or night, with programs or announcements, on general or specialized stations, radio when properly used can be a powerful sales tool for any advertiser.

Norman Boggs, vice president in charge of sales for the Don Lee Broadcasting System, addressed radio salesmen as "you lucky people." His point: That it's much better to be selling high-circulation, low-price radio than other media (newspapers, magazines, outdoor) with low circulation and high cost-per-thousand, or "that overpriced one-eyed monster—tv." He also cited the renewed interest in network as well as local radio.

Robert Reynolds, president of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco), speaking as a non-network station operator, warned that despite good business today radio broadcasters cannot afford to be smug or contented.

"Increasing costs of operation, increasing competition from other media call for increased planning by station management and for continued search for new sources of revenue," he said.

Radio's value for retail food stores in reaching the housewife in her car on the way to market, in giving her money-saving suggestions, in permitting the advertising of food products as soon as they arrive at the stores, allowing store personnel to speak to customers over the air, and generally in reaching the housewife in a way no other medium does, were described by the luncheon speaker, Don Conroy, advertising manager of Thriftimart, Southern California food store chain.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Colorcasting canceled for summer.

NBC-TV

June 10-14, 17-19 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

June 10-14, 17-19 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

June 10, 17 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

June 11, 18 (8-8:30 p.m.) *Arthur Murray Party,* Speidel through Norman, Craig & Kummel and Purex through Edward H. Weiss & Co.

June 12, 19 (8-8:30 p.m.) *Masquerade Party,* participating sponsors.

June 12, 19 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

June 13 (8-9 p.m.) *Washington Square,* Helene Curtis through Earle Ludgin and Royal McBee Corp. through Young & Rubicam.

June 13 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

June 14 (9-10 p.m.) *The Chevy Show,* Chevrolet through Campbell-Ewald.

June 15 (8-9 p.m.) *The Julius La Rosa Show,* participating sponsors.

June 15 (9-10 p.m.) *RCA Victor Galaxy of Stars,* Breast O' Chicken Tuna through Foote, Cone & Belding.

June 16 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber through Young & Rubicam.

June 17 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Advertising.

baltimore's top-rated* feature film show saturdays at 11 p.m., now has availabilities

FIRST RUN FILM THEATRE

exhibiting a new host of screen triumphs selected from major hollywood packages

full length productions	with these famous stars
THE DESPERADOES	Randolph Scott and Claire Trevor
SHE MARRIED HER BOSS	Claudette Colbert & Melvyn Douglas
THE HITCHHIKER	Edmund O'Brien and Frank Lovejoy
LADIES IN RETIREMENT	Ida Lupino and Louis Hayward
DIAMOND JIM	Edward Arnold and Jean Arthur
COMMANDOS STRIKE AT DAWN	Paul Muni and Sir Cedric Hardwicke
THE GUILT OF JANET AMES	Melvyn Douglas and Rosalind Russell
YOU'LL NEVER GET RICH	Fred Astaire and Rita Hayworth
TOO MANY HUSBANDS	Fred MacMurray and Jean Arthur
HOUSE OF SEVEN GABLES	George Sanders and Vincent Price
ADAM HAD FOUR SONS	Ingrid Bergman and Susan Hayward
TONIGHT AND EVERY NIGHT	Rita Hayworth and Shelley Winters
WHAT A WOMAN	Rosalind Russell and Brian Aherne
IT HAD TO BE YOU	Ginger Rogers and Cornel Wilde
PENNY SERENADE	Cary Grant and Irene Dunne
LADY FROM SHANGHAI	Orson Welles and Rita Hayworth
THE DOCTOR TAKES A WIFE	Ray Milland and Loretta Young
TOGETHER AGAIN	Charles Boyer and Irene Dunne
THE LADY IS WILLING	Marlene Dietrich & Fred MacMurray
A NIGHT TO REMEMBER	Brian Aherne and Loretta Young
ONCE UPON A TIME	Cary Grant and Janet Blair

*April ARB Report

In Maryland, most people watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

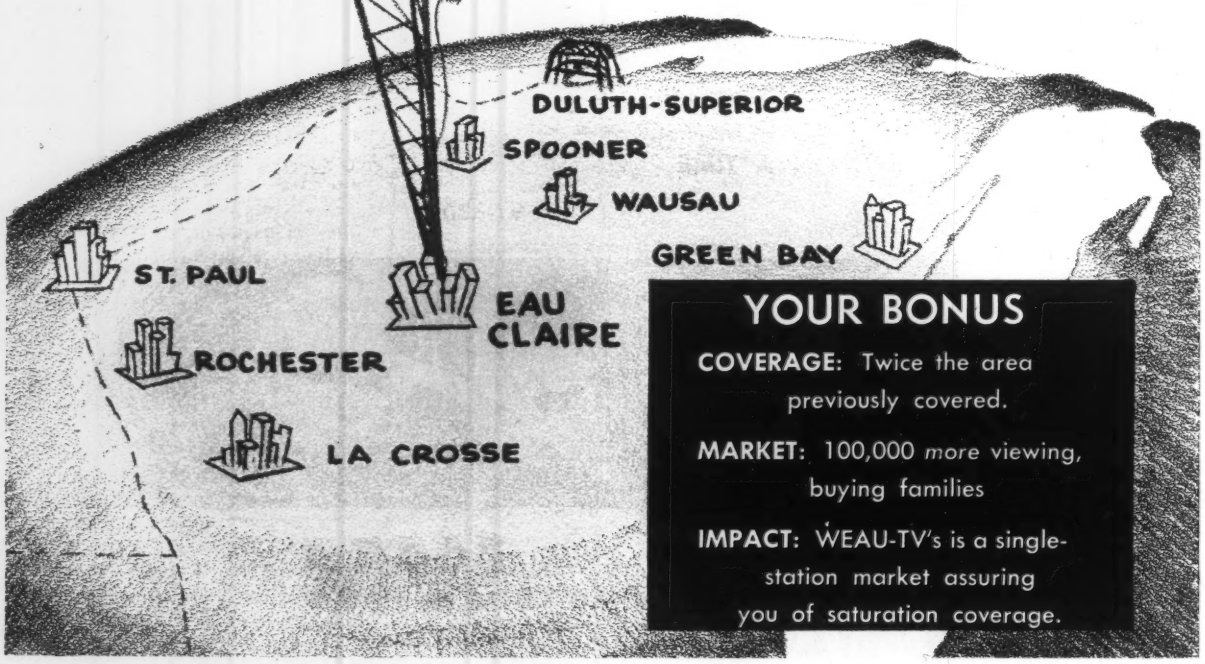
WEAU-TV

Eau Claire,
is the

BIG CHEESE

in WISCONSIN

With the advent of our new 1000 foot tower and maximum power, WEAU-TV comes into its own . . . delivering you a market of more than a quarter-million TV families.



YOUR BONUS

COVERAGE: Twice the area previously covered.

MARKET: 100,000 *more* viewing, buying families

IMPACT: WEAU-TV's is a single-station market assuring you of saturation coverage.

GB&B Drops Regal Pale, $1.7 Million Account

IN a surprise move, Guild, Bascom & Bonfigli, San Francisco, last Friday resigned the $1.7 million per year Regal Pale Brewing account. The beer firm has been too "restless," the agency explained. Regal allocates about 60% of its budget to spot television in its distribution area covering California, Arizona, Nevada and Hawaii.

Walter Guild, president of the agency, notified Regal of its action by special delivery letter mailed late Thursday night for receipt by the company Friday morning. Mr. Guild offered to continue to represent the brewery until another agency is selected.

In a memorandum to his staff, Mr. Guild apprised them of the agency's action and explained the reasoning behind the move in this way:

"The brewery's restlessness and constant desire for change has resulted in a situation where we are not at all proud of the job we have been doing for Regal this past year and we feel it is beginning to reflect on our reputation."

GB&B has represented Regal since 1953 and coined for the company a provocative slogan, "Regal—one of America's two great beers." The brewery has been receiving about 200 letters a month asking for the name of the other beer (which is, of course, a figment of the agency's imagination).

Mr. Guild said in his memorandum that Regal's "restlessness" can be explained by the growing competitive situation in the West, pointing out that seven beer products have cropped up on the market in the past few years. On a reassuring note, he observed that the agency's billings without Regal amounts to about $8 million annually.

Mr. Guild concluded his staff memo on an unusual accent, characteristic of Guild's "off-beat" approach in its commercials, when he said:

"Please continue to drink Regal Pale and plug it at every opportunity because it's a very fine product and they are very fine people."

45 of Top 100 Advertisers Spent Bulk in Tv in '56—TvB

A TOTAL of 45 of the nation's top 100 advertisers in 1956 put more of their individual advertising budgets into television than into three other major media combined, according to an analysis made by Television Bureau of Advertising and being released today (Monday).

Media covered in the comparison—which was based on tables prepared by American Newspaper Publishers Assn.'s Bureau of Advertising—did not include network radio, for which no figures were compiled in 1956, or spot radio. Specifically, the table encompassed network and spot tv, newspapers, magazines, and outdoor advertising.

The analysis shows tv outstripped magazines and newspapers by far in getting the lion's share of individual appropriations. Magazines received more than half of the budgets of nine of the top 100, while newspapers were the "favorite" of six.

Going further, TvB found that 14 of the top 100 put more than 75% of their appropriations into tv, while three put more than 90% into television. By comparison, one of the top 100 put as much as 75% into newspapers, and one put a similar proportion into magazines. None put 90% into magazines, but a lone one did in newspapers.

Of the 14 who did 75% or more of their spending in tv, one was in the top 10, five were in the top 25, and nine were in the top 50.

TvB also reported that among the top 100 in 1956, only one who was eligible to use television failed to do so (that is, eliminating advertisers of hard liquors and other products not accepted by the broadcast media.) The holdout: Hunt Foods.

"Figures and figure analyses may be dull reading to many," said TvB President Norman E. Cash, "but they are also highly re-

VIDEODEX

Tv Report for May 1-7, 1957

Top Ten Network Shows

Program	No. of Cities	% Tv Homes
1. *Perry Como*	147	33.2
2. *Wednesday Night Fights*	108	33.1
3. *$64,000 Question*	172	32.5
4. *Ed Sullivan Show*	169	31.2
5. *Chevy Show*	137	30.9
6. *Twenty One*	139	30.7
7. *I Love Lucy*	159	30.5
8. *Dragnet*	164	30.1
9. *Playhouse 90*	125	29.2
10. *Lawrence Welk*	193	27.7
10. *Steve Allen Show*	147	27.7

Program	No. of Cities	Tv Homes (000's)
1. *$64,000 Question*	172	11,124
2. *Perry Como*	147	10,945
3. *Ed Sullivan Show*	169	10,522
4. *I Love Lucy*	159	10,189
5. *Chevy Show*	137	9,920
6. *Twenty One Show*	139	9,878
7. *Dragnet*	164	9,870
8. *Lawrence Welk*	193	9,392
9. *Steve Allen*	147	9,113
10. *Climax*	162	8,918

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PULSE

Tv Report for April 1957

Top Twenty Once-A-Week

Program	Ratings
I Love Lucy	37.7
Bob Hope	37.5
Perry Como	35.3
Ed Sullivan	34.8
$64,000 Question	32.7
Playhouse 90	30.7
Burns and Allen	30.6
Climax	30.4
Godfrey's Talent Scouts	29.6
Groucho Marx	28.7
Person To Person	28.7
Phil Silvers	28.5
December Bride	28.2
What's My Line	28.2
Lineup	28.1
Red Skelton	28.0
$64,000 Challenge	27.1
Gunsmoke	26.4
Jack Benny	26.4
Steve Allen	26.4

Top Ten Multi-Weekly

Mickey Mouse Club	19.3
CBS-TV News	11.9
Queen For A Day	11.7
NBC News	10.3
Art Linkletter	10.1
Guiding Light	10.0
Arthur Godfrey	9.9
Captain Kangaroo	9.9
Search For Tomorrow	9.8
Garry Moore	9.0

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.
Jack Benny (CBS-179): American Tobacco Co. (BBDO) alt. weeks, Sun. 7:30-8 p.m.
Burns & Allen (CBS-114): Carnation Co. (Erwin Wasey), B. F. Goodrich (BBDO) alt., Mon. 8-8:30 p.m.
Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-8:45 a.m.
CBS News (CBS-147): Brown & Williamson Tobacco (Ted Bates), American Home Products (Ted Bates), Hazel Bishop (Raymond Spector) alt., 6:45-7 p.m. and 7:15-7:30 p.m.
Chevy Show-Bob Hope (NBC-144): Chevrolet (C-E), Sun. 9-10 p.m. once a month.
Climax (CBS-173): Chrysler Corp. (M-E), Mon. 8:30-9:30 p.m.
Perry Como (NBC-137): participating sponsors, Sat. 8-9 p.m.
December Bride (CBS-184): General Foods (B&B), Mon. 9:30-10 p.m.
Dragnet (NBC-157): Schick (Warwick & Legler), Liggett & Myers (M-E), Thurs. 8:30-9 p.m.
Godfrey's Talent Scouts (CBS-165): Thomas J. Lipton Co. (Y&R), Toni Co. (North) alt., Mon. 8:30-9 p.m.
Arthur Godfrey Time (CBS-116): participating sponsors, Mon.-Thurs. 10-11:30 a.m.
Guiding Light (CBS-119): Procter and Gamble (Compton), Mon.-Fri. 12:45-1 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y&R) alt., Sat. 10-10:30 p.m.
I Love Lucy (CBS-162): General Foods (Y&R), Procter & Gamble (Grey) alt., Mon. 9-9:30 p.m.
Line-Up (CBS-153): Brown & Williamson Tobacco (Ted Bates), Procter & Gamble (Y&R) alt., Fri. 10-10:30 p.m.
Art Linkletter's House Party (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.
Mickey Mouse Club (ABC-92): participating sponsors, Mon.-Fri. 5-6 p.m.
Garry Moore Show (CBS-116): participating sponsors, Mon.-Thurs. 10-10:30 a.m., Fri. 10-11:30 a.m.
NBC News (NBC-85): participating sponsors, Mon.-Fri. 7:45-8 p.m.
Person to Person (CBS-179): American Oil Co. (Joseph Katz), Hamm Brewing Co. (Campbell-Mithun), Time Inc. (Y&R) alt., Fri. 10:30-11 p.m.
Playhouse 90 (CBS-131): Bristol-Myers (BBDO), Philip Morris (Leo Burnett), American Gas Assn. (L&N) alt., Thur. 9:30-11 p.m.
Queen For A Day (NBC-122): participating sponsors, Mon.-Fri. 4:30-5 p.m.
Search For Tomorrow (CBS-135): Procter & Gamble (Leo Burnett), Mon.-Fri. 12:30-12:45 p.m.
Phil Silvers (CBS-190): Procter & Gamble (Leo Burnett), R. J. Reynolds Tobacco (Wm. Esty Co.) alt., Tues. 8-8:30 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO) alt., Sun. 9:30-10 p.m.
$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Red Skelton (CBS-107): S. C. Johnson & Son (F, C & B), Pet Milk (Gardner) alt., Tues. 9:30-10 p.m.
Ed Sullivan (CBS-174): Mercury Division of Ford Motor (K&E), Sun. 8-9 p.m.
Twenty-One (NBC-76): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.
Wednesday Night Fights (ABC-176): Mennen Co. (M-E), Wed. 10-11 p.m.
Lawrence Welk Show (ABC-200): Dodge Division of Chrysler (Grant), Sat. 9-10 p.m.
What's My Line? (CBS-104): Helene Curtis Industries (Earle Ludgin), Remington Rand (Y&R) alt., Sun. 10:30-11 p.m.
You Bet Your Life (NBC-177): DeSoto (BBDO), Toni (North) alt., Thurs. 8-8:30 p.m.

vealing. There can be no denying that this latest array of 'dullness' indicates clearly that national advertisers are more and more turning to tv as their basic medium, and they're backing up their judgment with hard cash.

"In the matter of media representation in advertising publications, we would suggest that spot tv, larger than outdoor, newspaper sections, network radio and farm papers combined, be given due notice by incorporation with network television—or on its own —whenever bar-chart measurements are shown."

The TvB study noted that television, the largest national medium, grew by 22% or $160 million last year—a growth three times that of newspapers and regular and special newspaper sections combined. Total network, national spot and local expenditures in television have been estimated at $1.235 billion for 1956.

Analyzing media trends among the top 100 advertisers, TvB noted that network tv rose from $180.8 million in 1952 to $488.1 million in 1956; and that when spot tv measurements became available through TvB for the first time in 1956, totaling $397 million for that year, the total national tv figure rose to $885.7 million to put television at the top of the media list.

ARF Projects Group Split Into 3 Units in Revamping

A REORGANIZATION of the Advertising Research Foundation's Projects Planning Committee was announced last week by Dr. Wallace H. Wulfeck, ARF's board chairman. Dr. Wulfeck is chairman of the executive committee at the William Esty Co.

The committee, chairmanned by Vincent R. Bliss, president of Earle Ludgin & Co., has been split into three subcommittees; one headed by Edward Battey, vice president and director of research, Compton Adv., will concentrate on the development of specific ARF projects; another, guided by Vernon C. Myers, editor, *Look* magazine, will study exploratory projects, and the third, under the direction of J. Kenneth Laird, president, Tatham-Laird, will center on general ARF activity projects.

The Projects Planning Committee membership is composed of advertiser, agency and advertising media subscribers. They are:

Subcommittee on Specific ARF Projects —Mr. Battey; Robert Kintner, NBC; J. Ward Maurer, Wildroot Co.; Gibson McCabe, *Newsweek;* Thomas C. Parker, Ford Motor Co., and William E. Steers, Doherty, Clifford, Steers & Shenfield Inc.

Subcommittee on Exploratory ARF Projects—Mr. Myers; Arno H. Johnson, J. Walter Thompson Co.; Edgar Kobak, WTWA Thomson, Ga.; Wilson J. Main, Ruthrauff & Ryan Inc.; C. O. Moosbrugger, Minnesota Mining & Mfg. Co., and C. L. Rumrill, the Rumrill Co.

Subcommittee on General ARF Activity Projects—Mr. Laird; S. R. Bernstein, *Advertising Age;* Gordon Buck, Foote, Cone & Belding; James S. Fish, General Mills Inc.; Pierre Martineau, *Chicago Tribune,* and Douglas L. Smith, S. C. Johnson & Son.

Members-at-large include Kenneth Godfrey, American Assn. of Adv. Agencies, William A. Hart and A. W. Lehman of ARF, and Lowell McElroy of the Assn. of National Advertisers.

INTRODUCING the new Saran Wrap package in 45 metropolitan markets, Dow Chemical Co. of Midland, Mich., will use radio and television stations for a two-week campaign, beginning June 17. In this still from a series of 10-second, 20-second and minute spots created by MacManus, John & Adams, Bloomfield Hills, Mich., a model points to the redesigned box, as she dances to a jingle, "You'll Be Saran Wrap Happy Now," based on the Vincent Youmans song, "I Want to Be Happy."

Delco Buys Lowell Thomas on Tv

IN HIS first venture into television on a regular basis, Lowell Thomas, CBS Radio news personality, will star in a tv adventure series to be carried on CBS-TV under sponsorship of the Delco-Remy Div., General Motors Corp. (Delco batteries), Anderson, Ind., it was announced last week. The agency is Campbell-Ewald, Detroit.

The series will consist of seven hour-long programs, filmed in color in such remote places as New Guinea, Nepal, the Antarctic, the South Sea islands and the Mexican jungle. Exact dates and times of the program will be announced shortly. Mr. Thomas' nightly CBS Radio programs, which have been carried for 25 years, will continue on the air, with Delco batteries as sponsor, even though the newscaster may be out of the country.

L. A. Viewers Think Tv Shows Improving

TELEVISION programs are getting better.

That's the majority opinion of viewers in Los Angeles, as expressed in interviews with a cross section of the city's population conducted by Eaton & Assoc., independent survey firm, and reported in the *Los Angeles Mirror-News.*

Eaton interviewers asked: "Would you say that most tv programs this year are better or worse than last year—or about the same? Of all those interviewed 52% said programs are better, 23% felt there hadn't been much change, 15% had no opinion and only 10% said that program quality was slipping.

These answers are particularly significant because Los Angeles has seven tv stations, three network affiliates and four inindependents, so the city's tv families are exposed to the full gamut of tv entertainment.

Newer movies, better and "more mature" dramas, variety shows and spectaculars, better talent and more educational programs were mentioned as reasons why people think tv is improving. On the other hand, Walter H. Eaton, director of the Los Angeles poll, reported that those who found programming deteriorating "are almost solidly agreed on the reason: more commercials, louder commercials, more extravagant, wild-eyed commercials."

The Eaton pollsters also asked this question: "Lately there's been considerable discussion about pay-tv. Under this system you'd pay a certain amount—probably from 25¢ to $1.50—and be able to see a new movie, a broadway show, a top sports event or some other special program on your tv set. Would you be in favor of this or opposed to it?

Answers to that question, which the opponents of toll-tv would say was heavily rigged to get a favorable answer, showed 53% of respondents favorable to pay-tv, 35% against it and 12% undecided. "Men

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, May 26-June 1. This is how they spent their time:*

62.1%	(76,180,000) spent	1,626.4 million hours	WATCHING TELEVISION
51.5%	(63,177,000) spent	935.3 million hours	LISTENING TO RADIO
79.4%	(97,402,000) spent	396.8 million hours	READING NEWSPAPERS
27.2%	(33,367,000) spent	147.6 million hours	READING MAGAZINES
19.3%	(22,676,000) spent	209.9 million hours	WATCHING MOVIES ON TV
34.5%	(42,270,000) spent	175.4 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

YELLOW ALERT!

Seattle's 120 Yellow Cab drivers know what's going on in town.

That's why we made them Radio KING "stringers."

They report eye-witness news to their dispatcher. He relays "yellow alerts" to the KING News Bureau by private wire.

Another reason people are saying:

"You Don't Miss a Thing,
If You Stay Tuned to KING"

50,000 WATTS—1090 KC
ABC—BLAIR, INC.

FIRST IN SEATTLE

Radio KING

ASSOCIATED WITH KING-TV, SEATTLE, WASH. AND KGW RADIO-TV, PORTLAND, OREGON

PROJECTING THE BEST...

From CBS Television Film Sales come the best film programs for all stations: expertly-made, wide in appeal, easy on the budget.

Fast-moving action dramas like "Whirlybirds," "Assignment Foreign Legion" and "San Francisco Beat"...the western adventures of "Annie Oakley" and "Brave Eagle"...wholesome family entertainment like "Mama" and "Life with Father"...are part of a catalogue listing more than 20 top-rated syndicated properties. Each meets CBS Television Film Sales' quality-first standards; each comes backed with plenty of hard-hitting merchandising and promotion aids.

Hundreds of local, regional and national advertisers in more than 200 markets (who last year pushed CBS Television Film Sales' billings to a record high!) make their best showing with programs from...

CBS TELEVISION FILM SALES, INC.

"... the best film programs for all stations"

Distributing San Francisco Beat, Whirlybirds, Winning of the West, Annie Oakley, Brave Eagle, Life with Father, Fabian of Scotland Yard, Amos 'n' Andy, Gene Autry, Buffalo Bill Jr., The Whistler, Files of Jeffrey Jones, Assignment Foreign Legion, Cases of Eddie Drake, Under the Sun, Mama, Gray Ghost, Champion, Colonel Flack, Navy Log, Range Rider, Terrytoons and Newsfilm.

—and persons with above-average incomes —were the strongest supporters of pay-tv," Mr. Eaton reported. "Viewers over 50 years of age were least enthusiastic. But even in this group most people with opinions voted yes."

Asked why they had not bought a color tv set (less than 1% of Los Angeles families have), nearly 25% of the people interviewed said they have no objection to color, but most of the rest thought the price for color is still too high and that by waiting a year or two they'll be able to get better color sets for less money.

Food Products Lead In Spot Radio Spending

FOOD and grocery products nosed out tobacco products and supplies for first place among product categories in expenditures for spot radio during the first quarter of 1957, Station Representatives Assn. is reporting today (Monday).

The product breakdown is prepared from data compiled regularly for SRA by the accounting firm of Price Waterhouse & Co., New York.

The first-quarter report showed food and grocery products accounted for $8,291,000 or 17% of the $48,827,000 estimated total gross expenditure in spot radio during the three-month period. Tobacco products and supplies accounted for $8,141,000 or 16.7%.

Drug products took No. 3 spot with $5,375,000 or 11%.

Lawrence Webb, SRA managing director, noted that there was no comparable product breakdown for the first quarter of last year, but that total spot radio spending for this year's first three months exceeded the same period in 1956 by 40.5%.

The 1957 first-quarter breakdown:

	Estimated revenues
Agriculture (2.7%)	$ 1,291,000
Ale, beer and wine (5.9%)	2,902,000
Amusements, entertainment (.5%)	240,000
Automotive (8.2%)	4,020,000
Building material, fixtures, paints (.1%)	64,000
Clothing and accessories (.5%)	259,000
Confections and soft drinks (1.4%)	699,000
Consumer services (4.1%)	2,019,000
Cosmetics and toiletries (4.4%)	2,158,000
Dairy and margarine products (.4%)	202,000
Dental products, tooth paste, etc. (5.1%)	2,487,000
Drug products (11.0%)	5,375,000
Finance and insurance (.3%)	142,000
Food and grocery products (17.0%)	8,291,000
Garden supplies and equipment (.2%)	108,000
Gasoline and lubricants (4.4%)	2,149,000
Hotels, resorts, restaurants (.3%)	140,000
Household cleaners, soaps, polishes, waxes (2.1%)	998,000
Household appliances (.2%)	113,000
Household furnishings (.3%)	120,000
Household laundry products (1.3%)	644,000
Household paper products (.3%)	146,000
Household general (.9%)	413,000
Notions (2.7%)	1,319,000
Pet products (.3%)	138,000
Publications (.8%)	408,000
Religious (2.9%)	1,420,000
Tobacco products and supplies (16.7%)	8,141,000
Transportation and travel (2.3%)	1,098,000
Watches, jewelry, cameras (.1%)	59,000
Miscellaneous (2.6%)	1,264,000
	$48,827,000

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE SUCCESS

TOPNOTCH FOR TOPKNOTS • Using live television to promote beauty-care item, Weaver Products of Minneapolis got results that would curl the hair. Weaver Products has been using time on WLWT (TV) Cincinnati to sell its Spoolie hair curlers.

Using WLWT as its prime promotional avenue, Weaver hit $200,000 in retail sales in the first five weeks of the campaign, with more than $40,000 in orders backed up from drug, department, grocery and 5 & 10 cent stories. A package of 32 curlers retails for $1.50.

John P. Lewis, Spoolie sales manager, through Herb Flaig Agency, Cincinnati, chose a morning variety show and an afternoon movie on WLWT. Mrs. Gladys Weaver, wife of the firm's president, Joseph Weaver, did the commercials. At the point of saturation in the campaign's first five weeks, this meant 10-11 spots a week on WLWT, of which 80% were live.

Mrs. Weaver's salesmanship and the visual medium combined to keep many Cincinnati area customers waiting six to eight weeks for orders, with company production outsold for the following four months. "In Cincinnati we reached a new peak," President Weaver reported, adding the success "rests solely on having an excellent product and selling it with live television." The firm has retained the WLWT shows on a long-range basis.

POTENT PARLAY • A former dentist and an ex-optometrist have parlayed three wristwatches, a flair for salesmanship and a heavy tv schedule on WTVT (TV) Tampa, Fla., into a successful discount house operation.

M.D. (Doc) Abrams, the optometrist, and Bob Swerny met when both were planning a professional change, and last year opened the Bay Discount House in Tampa. On opening day they purchased every available spot announcement on WTVT (TV), broadcasting commercials live from remote facilities at the store. Results proved that they had found a simple formula for success: volume sales through tv advertising.

Where do the watches come in? They have become the firm's trade-mark—Doc Abrams delivers all the firm's commercials brandishing three wrist watches on his arm. He displays them prominently while mentioning four or five items in a minute spot, with the firm seeing immediate results on these items.

A second store has been opened in Clearwater, Fla., and both rely almost completely on tv advertising . . . "Because it enables the customer to window shop from his home . . . its exclusiveness (avoiding the direct competition of retail advertising in newspapers) . . . its personal touch."

The firm's current ad schedule calls for 23 spots a week on WTVT (TV) news, sports and weather shows and its Popeye cartoon series. It also sponsors two late-evening films on the station.

R.S.V.P. • On May 6, Bob Smith invited some people to be his guests at the movies. More than 1,000 people accepted within an hour after the request was made. Though the response would have overwhelmed an ordinary host, Mr. Smith was extraordinarily pleased. So were the prompters of the invitation, Century Theatres, a 33-theatre chain in Brooklyn, Queens and Long Island. They were particularly satisfied because all but 73 of the calls came from Brooklyn, Queens and Long Island.

The announcement, broadcast on a 15-minute segment of *The Bob Smith Show*, was part of a campaign for Century on WOR New York. Passes to the theatres were given to all who called within an hour after the offer was made.

NO BOLOGNA • A local production on WNEM-TV Bay City, Mich., resulted in big business for Al Goulet, owner of a small grocery business in Bay City. Mr. Goulet sold his complete stock of Goulet's bologna in two hours following a demonstration commercial on WNEM-TV. The initial television trial for the product not only boosted Mr. Goulet's own business, but created a demand among other independent grocers for the whole Goulet line of prepared meats.

TEST RESULTS • Bernard B. Schnitzer Inc., San Francisco advertising agency, has tested the conclusions of agency research—and found the results so valid that it has signed a contract for its second year on KDFC-FM San Francisco.

A study made by the agency's research department showed that business leaders and executives, "thought leaders" in the community, are likely to be fm adherents. The agency decided that fm could be a test medium for its own institutional advertising, bringing the agency name before a specific

IN FOR MORE SPINS

P. LORILLARD CO.'s Kent cigarette jingle may turn into a double hit, both king-sized and regular. Aladdin Records likes the jazz ad jingle so well it bought rights to the music and is giving it two chances to succeed. Appearing in different versions on two sides of a record, the tune is played on one as "The Kent Theme," a straight instrumental piece by Buddy Weed's orchestra; on the other side the jingle has new words, "For Love," sung by Three Beaux and a Peep.

The radio-tv spot which caught Aladdin's fancy is by Young & Rubicam, with music by Roy Eaton of that firm. The record people are pressing 100,000 records for the initial edition and sending out 1,500 to disc jockeys across the land. These prospective spins, added to 11,000-odd airings the Kent jingle gets each week on stations and the network (CBS-TV, *The Big Challenge*) forecast a promotional hit for P. Lorillard.

Hozay tells
what every time buyer should know about

CALIFORNIA'S 4TH TV MARKET

SAN JOSE

KNTV, San Jose, boasts 206,820 households in the 4-county area

That's a bit less than in San Francisco, but San Joseans have remarkable buymanship. Study this statistic:

	*San Jose 4-County	San Francisco
Filling Station Sales	**$76,559,000**	**$50,824,000**

*Santa Clara, Santa Cruz, Monterey, San Benito

San Jose 4-county area, where almost $2 billion of consumer income is waiting to be spent. Only KNTV, San Jose, delivers the whole 4-county area.

Lower cost-per-1000 **KNTV**

CHANNEL 11
SAN JOSE

P.S. The Weed Television Corporation can tell you the whole San Jose Story.

HOZAY

audience and also developing a better understanding of the functions of an agency.

The factual, 45-50 second spots were aired between 7 and 10 p.m. on KDFC-FM. The agency felt they succeeded in airing its name before opinion groups—and in a specific instance, was told by a new national client that several of the company's executives knew of the firm through the KDFC-FM schedule.

60-SECOND SUCCESS • Latest entry in the success files of WHBQ-TV Memphis shows how a little television time can accomplish large results. The long and the short of it: 17 homes sold for Wallace E. Johnson Realty Co. through a one-minute live spot on WHBQ-TV's late evening *Million Dollar Movie*. Time & Copy Inc., which places the weekly spot for Johnson Realty, wrote the station: "Our pleasure and elation in this type of sales success is exceeded only by our client's."

NEWS MEANS BUSINESS • KGYN Guymon, Okla., introduced Jackson's Drug Store to radio eight years ago—and 3,000 news broadcasts later, there's no end in sight. Sponsorship of the local news broadcasts has brought consistent increases in business to the firm.

To mark the 3,000 mark, station and store planned a special promotion. John Gray, manager of KGYN, moved a Hammond organ to the store for a regular 40-minute program, *Among My Souvenirs*. Response from the overflow crowd and from telephone requests was so "demanding," the station reports, that a second broadcast was scheduled for the afternoon.

Los Angeles PR Agency to Merge With McCann-Erickson Subsidiary

CONSOLIDATION of the Harry Bennett Public Relations Agency, Los Angeles, with Communications Counselors Inc., New York, international public relations organization, was to be announced jointly yesterday (Sunday) by Harry Bennett and W. Howard Chase, president of CCI. The latter is a wholly-owned subsidiary of McCann-Erickson Inc.

The Bennett organization, which has operated in the Los Angeles area for nearly 20 years, will become the Los Angeles office of CCI, with headquarters at 3440 Wilshire Blvd. The entire staff of the local firm will continue with the new organization, the announcement said. Mr. Bennett will be vice president of CCI and manager of the Los Angeles office.

CCI was formed a year and a half ago and serves more than 40 major national and international organizations. It has offices in New York, Chicago, Detroit, Washington, D. C., Atlanta, London, Paris and Brussels.

Gomalco Sells 'Wally & Beaver'

FIRST film series offered by Gomalco Productions (George Gobel and David P. O'Malley) was sold to CBS-TV last week for $4 million in an arrangement calling for production of the half-hour comedy series, *Wally and the Beaver*, according to the production unit. The program will fill the 7:30-8 p.m. period on Fridays, beginning Oct. 4. The series will be on a 52-week year basis with 39 half-hour shows and 13 reruns. Stars are 12-year-old Paul Sullivan as Wally and 8-year-old Jerry Mather as Beaver. Creators of the series and the writers are Joe Connelly and Bob Mosher.

AMA Urges 'Careful Screening' Of Patent Medicine Radio-Tv Ads

THE American Medical Assn.'s House of Delegates, top policy-making body of organized American medicine, last week officially urged "more careful screening" of patent medicine advertising on radio and tv.

In a resolution adopted at a meeting in New York, the House went on record as recommending that the AMA board "augment its liaison with the television and radio industry" with regard to the screening of such commercials. It also commended "the efforts of such agencies as the Federal Trade Commission and the FCC in their current program of enforcement of the laws governing the advertising of patent medicines."

As reason for the action, the resolution said that "the public is constantly exposed to misleading advertising, both visual and oral, via television and radio, by the purveyors of patent medicines, thereby inviting the listeners to self-treatment of a variety of ailments or conditions." Because "each individual is unto himself a distinct and separate problem . . . oftentimes making these drugs contra-indicated," the resolution continued, "these [advertising] representations tend to cause irreparable harm to the general population in their efforts to treat themselves by the usage of such drugs."

Dallas Builders Use Air Media In Institutional Home Campaign

HOME building in Dallas County (Tex.) dropped last year 40% below the preceding year's 15,000 units started. Comparing this with a national decline of 16%, the Home Builders Assn. of Dallas County has collected $100,000 to sell consumers on the security of a home. It has engaged Wyatt & Bearden advertising agency of Dallas to create an institutional campaign patterned on the automotive industry's psychological selling and using radio-tv as substantial guns in an all-media barrage.

A typical radio-tv jingle urges the family "on a house-hunting spree . . . 'cause you're sure to find just exactly the kind of a home that spells security." In an aggressive bid for the big-money dollar, ads will counsel prospects to buy a home "first" (before other expensive items) and will play on all emotions to this end. Accompanying the bid will be various programs to educate the Dallas public on homebuying economics.

The Dallas builders plan live telecasts from their annual home show next fall. And if they decide to carry the campaign into next year, a tv series on building a home may be in the offing.

more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

It is easier to reach

BALTIMORE

when you ride with

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

Famous on the Georgia Scene

MARTHA BERRY SCHOOL, where students pay for their education through the fruit of their own labor, is in northwest Georgia, near Rome—a region fully covered by WAGA-TV, famous on the Georgia scene, too. WAGA-TV's tallest tower, maximum power, and careful programming show up month after month in top ARB and Pulse ratings. It is the leading television station in the Southeast's No. 1 market.

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

CLUE:

The NEW adventures of CHARLIE CHAN

starring

J. Carrol Naish

with **James Hong** as the Number One Boy

Television Programs of America, Inc.

EDWARD SMALL • **MILTON A. GORDON** • **MICHAEL M. SILLERMAN**
Chairman *President* *Executive Vice-President*

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

tpa

NEW

Here it is! Television's own brand-new half-hour series now being produced in Hollywood and in the intrigue-filled Hydrogen Age capitals of Europe—The NEW Adventures of Charlie Chan. He's the master mystery entertainer of them all—Entertainment's *only* Chinese detective. Loved by millions . . . eager audiences have laid down their dollars at box offices everywhere to thrill to the exciting cleverness of Earl Derr Biggers' famous fictional sleuth. Want to enjoy yourself and profit seeing Charlie Chan solve "The Case of The Profit-Building Program"? Just wire collect or phone **tpa** today for a private screening.

EXTRA: INTEGRATE YOUR COMMERCIALS WITH THE STARS!
Charlie Chan and his Number One Son have filmed commercial lead-ins and lead-outs for you. At small additional cost, you can wrap your local announcements with the prestige and power of introductions by Hollywood's stars!

Consultant Says Advertising Is Better as Lure than Trap

ADVERTISING is "considerably more effective" in attracting new customers than in retaining present ones, Raymond Stevens, president of Arthur D. Little Inc., Cambridge, Mass., management consultant, told the spring conference of the American Management Assn. in New York last week.

Mr. Stevens based this evaluation of advertising on a series of studies the Little organization has been conducting on sales response to advertising and promotion. The studies also indicate, Mr. Stevens said, that campaigns should not be "protracted beyond the saturation level and, instead, another type of promotion of the product should be launched." He also suggested that "too long" campaigns can be avoided by distributing the budget among several media, rather than concentrating in one.

Elmo Roper, research consultant, told the meeting that research by advertisers should be used on a continuing basis rather than "during an emergency." Mr. Roper said that continuous research may provide information "on what the customers will be buying two or more years hence."

Big Ten, Sports Tv Sign

EXCLUSIVE rights to a Big Ten filmed football tv series have been granted to Sports Tv Inc., Hollywood production firm, it was announced last week by William Reed, assistant commissioner of the western conference. The series will be released on a syndication basis Sept. 21 under the title of *Big Ten Highlights* and will feature Chick Hearn as commentator for 13 half-hour programs.

Sports Tv Inc. already handles *All American Game of the Week* and *Pacific Coast Conference Highlights*. The film firm reportedly is near the close of negotiations with an advertiser for regional sponsorship of the film series.

Fla. Citrus Budgets $4 Million

THE Florida Citrus Commission has lowered its sights from a $7 million advertising budget discussed for the coming year and settled on $4 million, it has been announced. The reduced figure still represents a 25% increase over the expenditure for the current fiscal year, which ends this month. No media breakdown has been given. The commission settled on the lower figure after fears were expressed that $7 million came dangerously close to predicted total income, estimated at $7.3 million, collected by taxing fruit [B•T, May 20].

Biddle, Winter Agencies Merge

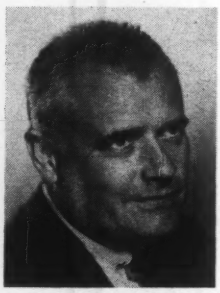
THE Biddle Co., Bloomington, Ill., and N. A. Winter Advertising Agency, Des Moines, will merge next month under the name of Biddle Advertising Co., the firms have announced. Mr. Winter becomes senior vice president and client service counsel of the consolidated firm. It will headquarter in Bloomington and maintain offices in Chicago, Kansas City and St. Louis, in addition to Des Moines.

DUAL ECONOMY

THE other day Biff Jones, young son of Ernie Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., and New York, nagged his father into buying a tent for him, but not before Mr. Jones had given him a parental lecture on the expensiveness of the tent. After the purchase, the son joined his father at an emergency meeting in the latter's office, where agency executives were discussing multi-million-dollar investments in network and spot. Biff kept interrupting his father with "but, Dad ——" After the meeting had ended Mr. Jones turned to his son and said, "What is it, Biff?" "But Dad," asked Biff, "where you going to get the money?"

Tibbals to Anderson-McConnell

WALTER A. TIBBALS, formerly a vice president of BBDO, has joined Anderson-McConnell Advertising Agency, Hollywood, as head of the television-radio department. During 14 years at BBDO, Mr. Tibbals was executive on such accounts as Revlon Inc., Wildroot Co., San Francisco Brewing Co., Schaefer beer, Rexall Drugs, Lever Bros., General Mills and American Tobacco Co.



MR. TIBBALS

NETWORK BUSINESS

Goodyear Tire & Rubber Co., Akron, Ohio, has bought three weekly 5-minute participations in Bill Brundige weekday sports show (6:15-6:25 p.m. PDT) on KHJ Los Angeles and full Don Lee network. Agency: Young & Rubicam.

Oldsmobile Div., General Motors Corp., Lansing, Mich., signed to sponsor six special one-hour color programs starring Jerry Lewis over NBC-TV during the 1957-1958 season. Agency is D. P. Brother & Co., Detroit.

NBC-TV will air *Adventure Theatre,* starting June 15, as summer replacement for *Your Hit Parade* (Saturday, 10:30-11 p m. EDT), sponsored by American Tobacco Co. (Luck Strike cigarettes), through BBDO, and by Warner-Lambert Inc. (Richard Hudnut Quick home permanents), through Kenyon & Eckhardt.

REPRESENTATIVE APPOINTMENT

WEAT-AM-TV West Palm Beach, Fla., appoints Venard, Rintoul & McConnell, N. Y.

A&A SHORTS

Doyle Dane Bernbach on July 1 will move its L. A. office to 6399 Wilshire Blvd., where it has leased third floor, providing 100% increase in space.

Caples Co., Chicago, announces merger with Martin Co., same city.

Young & Rubicam Foundation of Y&R agency, N. Y., has made annual award of eight four-year scholarships to students, with one other special award made this year.

Merritt Schoenfeld, account executive, C. L. Miller Co., Chicago, announces formation of new company, **Ramms Inc.,** named after plans for specialization in research, advertising, marketing and merchandising.

W. G. Goldsmith, in bank advertising and public relations, Los Angeles and Dallas, established own advertising-publicity agency, W. G. Goldsmith Co., at 857 S. San Pedro St., Los Angeles.

General Mills (Betty Crocker products) on July 15 starts four-week intensive schedule on *Panorama Pacific,* morning show on nine-station CBS Television Pacific Network. Agency: Dancer-Fitzgerald-Sample, New York.

Ralston Purina Co. (Purina Dog Chow), St. Louis, signed for alternate week sponsorship of *Broken Arrow* on ABC-TV (Tues., 9-9:30 p.m. EDT), starting Oct. 1. Agency is Gardner Adv., St. Louis. Miles Labs., Elkhart, Ind., earlier had renewed its alternate week sponsorship of series.

AGENCY APPOINTMENTS

Julian Freirich Co., N. Y., meat packing firm, names Bermingham, Castleman & Pierce, N. Y. Fred Bruns is account executive.

Delaware Punch Co. (soft drink, frozen concentrate and ready-mix), Washington, D. C., appoints Beckman, Hamilton & Assoc., L. A.

Climalene Co. (Climalene and Bowlene Cleansers, other products), Canton, Ohio, appoints Maxon Inc., Chicago.

Stiffel Co. (lamp manufacturer), appoints John W. Shaw Adv. Inc.

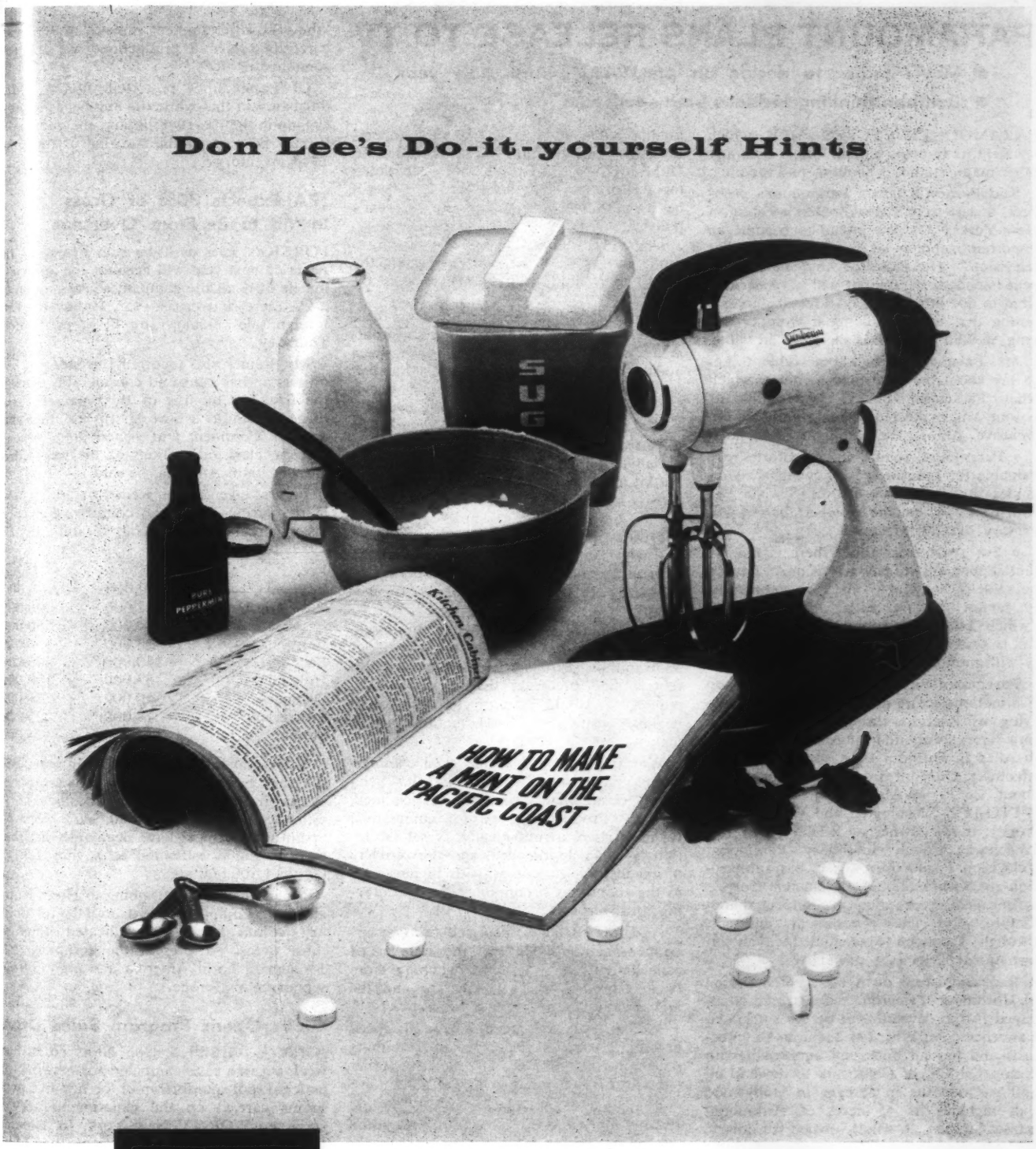
Toni Co., Chicago, appoints Clinton E. Frank Inc., same city, to handle advertising for Bright'ning, new hair color rinse product. **Hill Blackett Jr.,** vice president, named account supervisor. Agency already handles company's Pamper Shampoo, Toni Creme Rinse and Casual Pin Curl Permanent products.

Procter & Gamble, Cincinnati, appoints Dancer-Fitzgerald-Sample Inc., to handle advertising for its Dash detergent.

Baldwin Piano Co. (New York division) appoints Roy S. Durstine Inc., N. Y.

Electronic Tube Corp., Philadelphia, appoints Loren F. Green & Assoc., Chicago, to handle line of ETC single-and multi-channel oscilloscopes, multi-gun cathode ray, amplifiers and other equipment as representatives in states of Illinois, Indiana, Wisconsin, Minnesota and Iowa.

Don Lee's Do-it-yourself Hints



Mutual
DON LEE
RADIO
1313 North Vine Street
Hollywood 28, California
1000 Van Ness Avenue
San Francisco 9, California

For the U.S. Government type Mint...

...add the 45-station Don Lee Network—the only radio network specifically designed to fit the recipe, "How to Make a Mint on the Pacific Coast." No matter what other media you use, Don Lee (and only Don Lee) will give you the broad base you need for complete coverage of the Pacific Coast market.

LOS ANGELES
KHJ
SAN FRANCISCO
KFRC
To make a mint in the West's two largest, most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

DON LEE IS PACIFIC COAST RADIO

Represented, naturally, by H-R Representatives, Inc.

PARAMOUNT PLANS RELEASE TO TV

- **Movie major to decide on pre-1948 features this year**
- **Balaban thinking includes both sponsored, pay tv**

PARAMOUNT PICTURES CORP., which has kept its tv plans bottled longer than any other major studio, is about to pull the plug.

Said Barney Balaban, Paramount's president, at last week's stockholders meeting in New York: ". . . We intend to become an important supplier of motion pictures for television." He indicated that before the year is ended, Paramount will have decided what to do with its pre-1948 feature library, noting that by withholding it from tv this long, its film library has increased in value.

Mr. Balaban also had some other things to say about the electronic medium, which when Paramount finally clasps it to its bosom, will make Hollywood's embrace all-inclusive. Among the highlights of his talk:

• Paramount thinks its inventories are valuable for sponsored tv showing. This includes its post-1948 features, which of course, are of smaller number than its inventory of "old" features.

• But apart from this, "there is the potential that lies in pay television." Pay tv, he said, is "inevitable" because commercial tv cannot pay for itself, and Paramount (which owns the International Telemeter toll tv system) means to supply subscription tv with motion pictures.

Paramount Pictures, rated among the top five motion picture majors, has been diversifying its interests through the years and now has a substantial interest (about 26%) in Allen B. DuMont Labs, electronics manufacturer; DuMont Broadcasting Corp. (also about 26%) (WABD [TV] New York, WTTG [TV] Washington and WNEW New York); is sole owner of KTLA (TV) Los Angeles (through subsidiary Paramount Television Productions Inc.); has subscription tv (International Telemeter Corp.); is engaged in proprietary products manufacture, and has government contracts through Telemeter Magnetics Inc., an International Telemeter subsidiary.

Paramount now owns 100% of the stock of Chromatic Television Labs. which is engaged in the development of the single-gun Lawrence color tube; has acquired Dot Records and has an operating agreement with Union Oil Co. of California to develop oil and gas deposits in acreage in Hollywood that includes its 45 acres of Paramount Sunset Studios. A wholly-owned subsidiary, the Autrometric Corp. has proprietary rights on methods of correlating photography and communications.

Financially, Paramount and its various subsidiaries and investments are holding up well, Mr. Balaban told stockholders. Paramount Pictures for the first quarter (including its consolidated domestic and Canadian subsidiaries) earned an estimated $1,299,000 after income taxes, representing 66 cents per share on stock outstanding March 30. Foreign operations continue at a "satisfactory" level with a reservoir of income and cash in unremitted foreign blocked funds totaling some $6 million. All other operations are faring well, except for Allen B. DuMont Labs, which "has not been doing too well of late" but hopes are that it will be a profitable operation over the year's pull.

DuMont Broadcasting now is showing a profit and WNEW, he said, "is among the most popular and profitable independent radio stations in the country."

While feature motion pictures for theatres will continue as a "potent and profitable factor," new "horizons have been opened in the television field," Mr. Balaban said, reflecting: "The potentials of television beckon more invitingly than ever."

Mr. Balaban believes motion pictures for theatrical distribution will continue to be a principal source of revenue for Paramount but "it looks as if our future business could consist in servicing three types of customers, namely, theatre operators, sponsored television and home box-office provided by pay television.". This expanded market, he thought, "could usher in a new period of prosperity for the producers of motion pictures."

He explained pay tv's potential by noting that the movie industry now takes in about $350 million yearly in domestic theatre film rentals, and predicted that it would take only 10% to 15% more to "provide a healthy position" for the motion picture makers.

Why is pay tv "inevitable" and commercial tv unable to pay its own way? It's "television economics," Mr. Balaban claimed, saying: "Production costs [of commercial tv] have risen astronomically, tv set saturation is being approached, and the problem of reconciling tv ratings with higher costs to the sponsor is becoming more discouraging to advertisers."

And, Mr. Balaban, declared the discouragement can be seen by "the number of cancellations of programs, switching from tv to other forms of advertising and the high mortality rate of tv personalities."

Movies, even though they were produced before 1948, have helped the programming pattern for tv, Mr. Balaban noted at another point in his statement. He said:

"The significant success scored by old feature film libraries released to television during the past year portends a far-reaching revolution both in motion pictures and television. Theatrical motion pictures have decisively established themselves as a major and indispensable source of television programming."

He noted that tv has been "grinding out" a flow of entertainment daily for years, "consuming talent and material at a dangerous pace." Pressure to fill this appetite "was bound to affect the standards of its entertainment," Mr. Balaban asserted. He found when the "unprecedented volume" of pre-1948 movies was placed into tv channels, "the solid entertainment value of these more carefully prepared productions was an instantaneous hit."

Of Paramount's post-1948 library, Mr. Balaban said that while the number is smaller than in the pre-1948 library, the value for tv may be "comparable" to that of the pre-1948 inventory.

TPA Expects 30% of Gross In '58 to Be From Overseas

FOREIGN sales by Television Programs of America next year will account for approximately 30% of the company's gross income, a 5% increase over last year, Manny Reiner, foreign sales manager of TPA, predicated Thursday.

Mr. Reiner also reported European tv set ownership has increased considerably during the first five months of this year. He returned from a five-week trip to England and the Continent and visited 90% of the foreign television markets of the world, including Latin America, he said.

Figures given to Mr. Reiner by authorities in the various European countries for television circulation as of Jan. 1 and May 1, 1957, follow:

	1/1/57	5/1/57
England	6,200,000	7,000,000
West Germany	682,000	1,000,000
France	400,000	550,000
Italy	328,000	550,000
Belgium	150,000	200,000
Holland	88,000	100,000
Denmark	50,000	76,000
Switzerland	19,000	25,000
Sweden	12,500	25,000

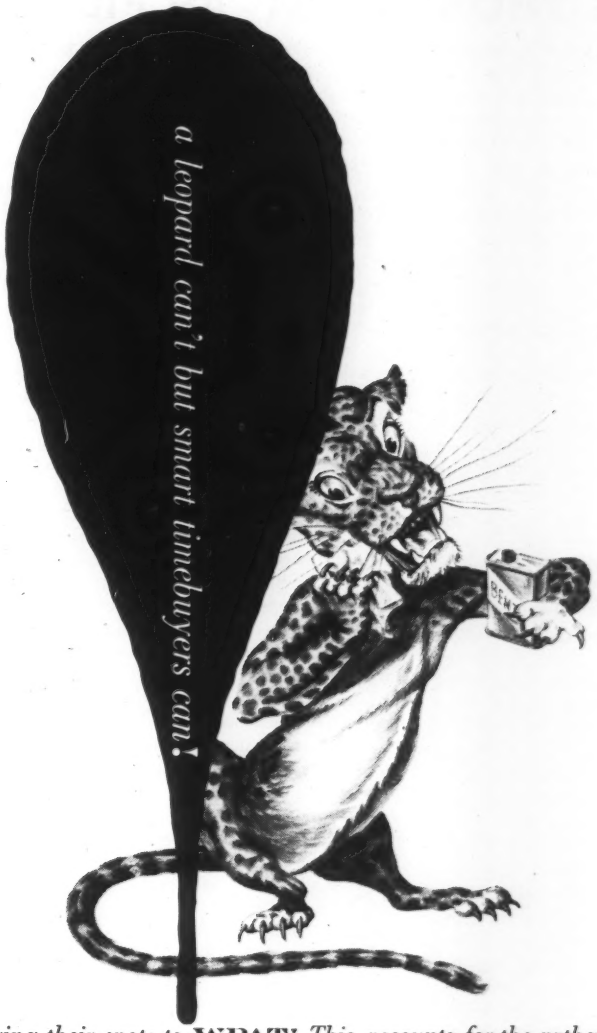
Television service in Wales will start late this year, he said. East Germany is estimated as having 55,000 sets. Czechoslovakia is estimated as having 65,000 sets. Norway, Spain and Portugal have negligible distribution. Russia is estimated as having 1,300,000 to 1,500,000 sets.

Mr. Reiner said he is going to Hong Kong and the Philippines next month to open negotiations for TPA syndicated films in those areas. At present the company has 14 men in Latin America and eight representatives in Europe.

Gibbs Opens Program Sales Drive

JOHN E. GIBBS & Co., New York, last week began a sales campaign for network or national spot sponsorship of the first five programs carried on the experimental *X-13* series on WOR-TV New York. In association with Hardy Burt Productions, the Gibbs organization is producing a total of 13 "prototype" programs, carried on WOR-TV, as a means of showcasing them for fall sales.

The "prototype" shows, which already have been presented and which Gibbs is offering for sale initially are *Your Medical Report, Sporting Chance, The Unknown World, Mr. X* and *Face Your Critics.* Other programs to be carried on the experimental series are *It's All in Your Mind,* a memory quiz show, and *Tv Tabloid,* a program based on material in tabloid newspapers.



And smart timebuyers are changing their spots to **WPAT!** *This accounts for the rather significant increase in national spot business on "the gaslight station" in the first five months of 1957; a figure which, happily, points to another record-breaking year of national advertising and just goes to prove what better broadcasting can do.*

"The Gaslight Station"
New York
New Jersey

WPAT!

SPRINGING THOSE POST-'48 FILMS

THE IDEA that early release of Hollywood motion pictures to television will hurt the film industry is very much overrated in the view of United Artists Corp., which last week placed into syndication 52 pictures of recent vintage, some as late as 1955.

In an exclusive interview with B•T, United Artists President Arthur B. Krim and tv sales and distribution director John Leo detailed UA's "philosophy" on how tv and films can best work together for mutual benefit. The philosophy: "To release a limited number of theatrical films for a limited time . . . to provide a constant flow of today's pictures today and a constant flow of tomorrow's pictures tomorrow."

Backing up this philosophy are the titles and theatrical release dates of UA's most recent package of 52 films which will be sold in groups or individually: "The African Queen" with Humphrey Bogart and Katherine Hepburn (1952); "Moulin Rouge" with Jose Ferrer (1952); "Return to Paradise" with Gary Cooper (1953); "Suddenly" with Frank Sinatra (1954); "Night of the Hunter" with Robert Mitchum and Shelley Winters (1955); "Romeo and Juliet" with Lawrence Harvey and Susan Shentall (British: 1954); "The Purple Plain" with Gregory Peck (1955), and many others of the 1952-55 bracket.

A letter announcing availability of these and the others in the newest block of films went out to stations last Monday. By Wednesday, UA said it had signed 23 stations and had 35 more "ready to sign."

"This just proves," Mr. Leo said, "that you don't have to do much selling for these films." He said that UA's recently established syndication office does 90% of its business "out of the home office," so that by saving costs in not having to maintain a field staff, the company is able to come up with "competitive prices." This in effect gives stations a post-1950 product at a cost competitive to the cream of pre-1948 product, now issued by other studios, he said.

UA is not a studio *per se;* it maintains no physical production plant, acts principally as a middleman in that it lends money to independent production firms in return for theatrical and television distribution rights.

This may change in the future, however. UA, Mr. Krim said, is "exploring very seriously" the possibilities of entering into the tv programming field, either by acquiring a going production firm or starting our own shop." Though he declined to name any specific tv production firms up for sale, he said there definitely are "one or two" looking for buyers. He added:

"A number of our independent producers on the coast are anxiously awaiting our move in that direction."

Among UA's independent producers who might conceivably be interested in entering the tv field are those who already have used tv properties or tv creative personnel to fashion theatrical products. These include Hecht-Hill-Lancaster Productions, whose "The Bachelor Party," by Paddy Chayefsky, now in first-run, was originally seen on the old NBC-TV *Philco Television Playhouse,* and Orion-Nova Productions, headed by actor Henry Fonda and tv writer Reginald Rose, whose also-current "Twelve Angry Men" was based on Mr. Rose's script for CBS-TV's *Studio One* two seasons ago. Michael Myerberg, another UA producer, last year brought out "Patterns," also taken from television (NBC-TV's *Kraft Theatre*). In these cases and similar ones, the tv director, actors and other personnel repeated their stints on celluloid.

UA last year grossed approximately $2.5 million on its initial package of 39 films, expects to clear a minimum of $5 million on its latest group of 52. Its strategy is not to release more than 52 films a year, and to license only for a limited period and limited runs. This does not exceed three years and binds some stations and certain films to an average of three or four showings.

Mr. Krim said this policy is "not only in our best interest, but that of the stations as well, for while we're concerned with the value of properties and stars—all of them relatively new—the station must realize that over-exposure will kill its own chances for larger audiences."

The fact it will release no more films this year to tv does not mean that "we're slamming the door shut" on talks with national advertisers, Mr. Krim said. "We don't do business that way."

Though the Bymart-Tintair deal, first reported in B•T several weeks ago [B•T, April 29], seems "fairly dead," Mr. Krim said, "we are still being approached by a number of advertisers and agencies . . . and we are listening to them."

Mr. Leo added that UA has not yet shut out possibilities of working out a "deal aside from syndication if the right one comes along."

Messrs. Krim and Leo confirmed reports that they had talked with ABC-TV and Young & Rubicam concerning the use of UA film product in connection with Kaiser Aluminum's projected Sunday 7:30-9 p.m. film series on ABC-TV next fall. But they intimated these negotiations, conducted over a two-month period, have ended, and that UA would "definitely not" be represented on the Kaiser programs.

The reason UA thinks it's "a myth" that Hollywood—and particularly United Artists—is eating its own golden egg by selling to tv is two-fold:

First, UA feels its rivals have come down with a chronic case of sour grapes, in that UA is the only major Hollywood company that has so far released post-1948 products, having negotiated and continuing to negotiate "successfully" with the various guilds and unions for tv rights. Additionally, UA owns no tv rights to pre-1948 product, having been taken over by Mr. Krim and Board Chairman Robert S. Benjamin and their management team in 1951. The second reason:

UA feels that by the time a film is ready for tv re-release, the product will have exhausted itself. "The fact that one or two or three middle-size theatres might want the film for theatrical showing," Mr. Leo declared, "does not warrant our holding it back from tv." UA as a matter of policy will test-run a film's theatrical response should the firm or its producers entertain the "slightest doubt" about its future theatrical salability," Mr. Leo went on. The fact that there are some UA films that have played theatres after having been seen on tv goes to illustrate UA's conviction that tv and films can live together.

CHAIRMAN BENJAMIN PRESIDENT KRIM

Earlier in the week, Mr. Krim told UA stockholders that the company had "never looked upon tv as an adversary . . . because we have lived and grown in the television age (story below)."

United Artists Gross Up 14.6% for Quarter

UNITED ARTISTS Corp., which only six weeks ago became a publicly held corporation, had nothing but good news for its stockholders as they met last Tuesday in New York for the first annual shareholders meeting.

Predicting "very bright" earnings and sales prospects for the remainder of the year—and for 1958, as well—UA Board Chairman Robert S. Benjamin reported that the firm's gross world-wide film income for the first quarter of this year totaled $14.4 million, representing an increase of 14.6% over the $12.6 million grossed for the like period in 1956. He indicated that if business continues at the present fast clip, UA's 1957 gross should well outpace last year's $64,771,784. Last year's income from renting motion picture films to tv came to $2 million; this year, Mr. Benjamin said, the figure will pass $5 million.

UA reverted to a publicly held company on April 24 with the offer of $17 million in debentures and common stock by a nationwide group of 99 underwriters headed by F. Eberstadt & Co.

Discussing UA's role in television, president Arthur B. Krim said that his firm has "never looked upon tv as an adversary." He explained that since UA has "lived and grown in the television age, tv to us is a healthy adjunct of our open business and a source of additional revenue to contribute to the good health of our business." When he and Mr. Krim took over UA in 1951, "we never for a minute believed television would kill off the movies, and if you ask us today we'll say, 'history repeats itself,' and we feel exactly the same way now as we did then—

STERLING RADIO NETWORK

dedicated to the LIVE program needs of the local radio station – the long awaited new source for popular network features!

. . . a network to keep your station HOT with local advertisers and audiences

. . . a year-round LIVE play-by-play sports and headline events service!

Details of first SRN package

NEXT PAGE

FIRST PACKAGE: LIVE

Sixty "Game Of The Hour" College and Pro Broadcasts

Single Low Price Includes Line Costs

PLAY-BY-PLAY BY RADIO'S GREATEST SPORTS VOICES

Bill Stern

Tommy Harmon

Bud Palmer

A SAMPLE WEEK-END

FRIDAY NIGHT	**MISSOURI AT SOUTHERN METHODIST UNIVERSITY**
EARLY SATURDAY	**ILLINOIS AT OHIO STATE**
LATE SATURDAY	**NAVY AT CALIFORNIA**
SATURDAY NIGHT	**GEORGIA TECH AT LOUISIANA STATE**
EARLY SUNDAY	**GIANTS AT REDSKINS**
LATE SUNDAY	**BROWNS AT RAMS**

13 ACTION-PACKED WEEKENDS SEPT. 20 THRU DEC. 15

"GAME OF THE HOUR"

FOOTBALL

SOLD . . . in 87 markets!

A COMPLETE SEASON OF GRIDIRON EXCITEMENT IN YOUR MARKET

Marty Glickman

Score big in your market with Bill Stern, Marty Glickman, Tommy Harmon, Bud Palmer and other famous sports voices bringing your listeners play-by-play thrills direct from the sidelines of the nation's GAME OF THE HOUR, Sept. 20 thru Dec. 15. One price pays all charges including lines and puts you in the market with the most exciting radio "buy" available. Special . . . football sales kits to help your sales staff stir quick sponsor interest, includes special opens and closes recorded for your sponsor by SRN's play-by-play celebrities. Check the sample week-end schedule opposite, then wire or call for the STERLING RADIO NETWORK FOOTBALL AFFILIATION in your market.

sterling radio network inc.

a division of STERLING TELEVISION CO., INC.

in association with **SPORTS BROADCASTS INC**

NEW YORK, 6 East 39th • MUrray Hill 3-6300
HOLLYWOOD, 6715 Hollywood Blvd.,
Los Angeles 28, Calif. HOllywood 4-6111

NOTE: **Important Baseball Option**

NEXT PAGE

COMING

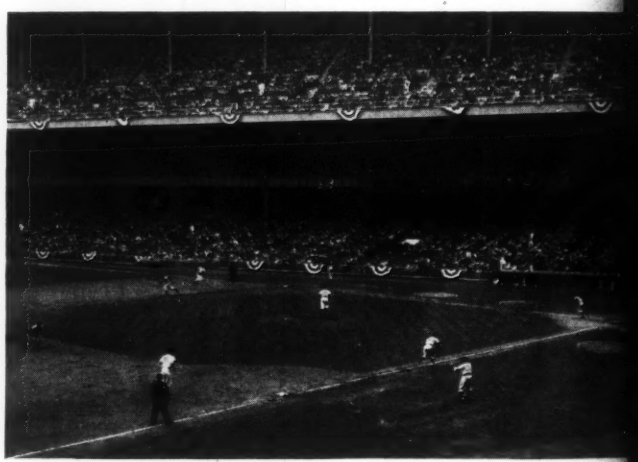
7-DAYS-A-WEEK SPORTS

Pro Basketball
College Basketball
Hockey
Boxing etc

AND BASEBALL IN '58

PERMANENT AFFILIATION POSSIBLE

No affiliation contracts needed with Sterling Radio Network...each package gives you automatic option to buy the next one. **"Game of the Hour" football includes '58 baseball option!** Order football now and be first in line for year-round packages that will capture the advertiser who knows the value of the responsive sports and news audience in your market.



A NEW SERVICE FOR THE LOCAL BROADCASTER

sterling radio network inc.

a division of STERLING TELEVISION CO., INC.

in association with **SPORTS BROADCASTS INC**

NEW YORK, 6 East 39th • MUrray Hill 3-6300
HOLLYWOOD, 6715 Hollywood Blvd., Los Angeles 28, Calif. • HOllywood 4-6111

only more so." He asked, "how can one be pessimistic about an industry that keeps on growing?"

UA already has placed into syndication 91 of its older films. (For further details, see Krim interview, page 54.) In reply to a stockholder query, Mr. Krim said that UA did not possess tv rights to pre-1948 films, that therefore UA would not distribute "oldies" to the medium. Another stockholder wanted to know what UA's position was *vis-a-vis* the Justice Dept.'s antitrust action against several major Hollywood studios, including UA. Mr. Krim referred the question to his vice president and general counsel, Seymour M. Peyser, who said UA had filed its answer with the government, that it had not engaged in "block-booking" and therefore had not violated the antitrust laws.

Fremantle Makes Plans to Sell Tv Films on 'International Basis'

PLANS to sell filmed programming for television on "a truly international basis" were being formulated last week by Fremantle Overseas Radio & Television Inc., New York, international distributor.

Paul Talbot, president, told a news conference in New York there is "a ready market" in various nations abroad for programming of different countries. As an example, he cited that a special short subjects film from France, dealing with artist Pablo Picasso has had "phenomenal sales" in French Canada and he voiced the belief this film and others would appeal to tv viewers in parts of Latin America and Europe. He acknowledged there is "little liklihood" that foreign film programming would find acceptance in the U. S. generally, but believes more effort should be made to sell top-flight films among the different foreign countries.

Mr. Talbot brought in his key sales representatives from abroad for a week-long sales and strategy conference last week to implement his international sales concept. Participating in discussions were Rene Anselmo, Mexico City, Latin America territory; Lane Blackwell, London, United Kingdom and the Continent, and Ralph C. Ellis, Toronto, who covers Canada.

WCBS-TV Acquires 50 Movies From NTA for Second Runs

ACQUISITION by WCBS-TV New York of fifty 20th Century-Fox motion pictures from National Telefilm Assoc., New York, was announced last week by Hal Hough, program manager of the station, and Harold Goldman, vice president in charge of sales at NTA. The purchase price unofficially was estimated at about $350,000.

An unusual feature of the transaction is that 39 of the films are from the group being shown each week on the company's NTA Film Network. Even though WPIX (TV) New York is the film network's affiliate in the area, the sale was made possible because of a stipulation in the contract which provides that the starting date will be on or after Oct. 1 and that no film may be shown on WCBS-TV earlier than a month after its exposure on WPIX (TV). This proviso also will apply to other sales on the package, titled "The Big 50," in cities in which the NTA Film Network has an affiliate.

Mr. Hough said WCBS-TV purchased the features for second run because the films are "excellent and we believe there are many viewers in the New York area who have yet to see them."

Agency Liaison Service Announced by Transfilm Inc.

IN a move attributed to a need on the part of advertising agencies for a closer alliance with tv film commercial producers, Transfilm Inc., last week announced details of a reorganization in its production division calculated to meet this requirement.

Under the new plan, each agency client of Transfilm has been assigned the services of a producer-account executive, who is empowered to handle production from inception through billing, including pricing scheduling and other details. Heretofore, Transfilm had operated on a "project supervisor" setup, with the supervisors reporting to a production vice president, who assumed all responsibilities.

As part of the reorganization, John Fenton, former head of motion picture completion for Transfilm, joins the commercials production staff, and other additions to the unit are contemplated. Transfilm also plans to expand its facilities, adding a complete floor to the five it now occupies in its midtown location.

In his new capacity, each Transfilm producer will select his own production crews for each job. Transfilm believes the realignment will give agencies "the intimate service expected of small production firms without sacrificing the advantages of extensive facilities and financial stability which only strongly-backed production firms can offer."

FILM SHORTS

AAP, film distributor, took official and special notice of multiple ownership of stations and network owned and operated stations last week by setting up new division called "Station Sales Coordinators" headed by Kirk Torney, former director of Canadian sales for AAP, and Len Hammer. Unit will be main contact for station groups as well as New York City stations. AAP also reports sales of Warner Bros. feature package and 337 cartoons to WNAC-TV Boston; Warner cartoon package and *Popeye* package to WROM-TV Rome, Ga.; Warner cartoons feature package to WHAS-TV Louisville and Warner Bros. and *Popeye* cartoons to WDBJ-TV Roanoke.

Gannaway Productions Inc., L. A., has opened sales offices at 350 W. 57th St., N. Y., to handle distribution and sales of *Story of a Star* and *The Judy Canova Caravan,* tv film series whose pilots have been completed and sent to New York for screening. Albert C. Gannaway Jr., president, will remain temporarily in New York.

Sterling Television Co., N. Y., moves to new office at 6 E. 39th St. New telephone: Murray Hill 3-6300.

WE didn't say it — HE SAID IT

". . . one of the largest mass-buying groups in the area." (L. A.)

". . . Spanish Speaking people are tremendously loyal to their own people, especially to the Spanish Language commentators . . ."

". . . proved that the products advertised on KWKW literally snowed under the others."

". . . a very powerful selling tool . . ."

LEE CARRAU
In VHMc CONTACT—
A report to Management

WE SAY . . .

We'll show you how your clients' products can "Snow Under" competition

LET US KNOW —

- *TYPE & PRODUCT*
- *AIM OF CAMPAIGN*

and we'll show you what **KWKW** *can do*

CALL US!

L. A.—RYan 1-6744
S. F.—Broadcast Time Sales
Eastern Rep.—National Time Sales

KHRUSHCHEV PUTS CBS IN NEWS

- **Network gets almost solid applause, despite Ike's coolness**
- **The rub: free press ideal vs. worry about Red's 'tv appeal'**

FROM the corner barbershop to the White House a principal subject of discussion last week was the exclusive film interview of Russia's Nikita S. Khrushchev on CBS-TV's *Face the Nation.*

Not in recent memory had one television program created so much stir. Five days after the June 2 broadcast of the Khrushchev program the discussion was still going strong. Here were some highlights:

• President Eisenhower, faced with newsmen's questions on the subject at his Wednesday conference termed it "a unique performance"; refused to comment on the propriety of CBS' news policy in this instance, and vetoed as implausible the suggestion that he, or another ranking American, should have equal time on Russian stations.

• There was approval and disapproval from Capitol Hill and from Rep. Victor L. Anfuso (D-N. Y.) in particular. He planned to query CBS moderator Stuart Novins on questions involving American foreign policy and national security.

• Newspapers and magazines across the country were quick to laud CBS' enterprise in offering the electronic news scoop.

• The now-famed interview of the Communist Party's First Secretary is slated for even wider circulation. CBS Television Film Sales last week released the film to six stations on a cost basis and plans to let others—regardless of affiliation—have it as a public service.

The presentation was carried on CBS-TV's *Face the Nation* June 2 and rebroadcast the same day on CBS Radio. CBS had flown a crew the previous week to the Kremlin for the film and tape interview of the Communist boss.

Though his preachments were thoroughly denounced, nevertheless, Russian leader Nikita S. Khrushchev's appearance *per se* on CBS won almost unanimous approval and earned compliments for the network's enterprise. Lone dissenting voices were heard, however, some with vehemence from Capitol Hill.

Massachusett's Joseph W. Martin, the Republicans' minority leader, said that "it is poor to give the Communists such a great American forum. They wouldn't do it for us."

Rep. Francis E. Walter (D-Pa.) and Frances P. Bolton (R-Ohio) also questioned the broadcasts. "Some notice should be paid to what is going on over our airwaves," the congresswoman declared.

However, Sen. Mike Mansfield (D-Mont.) saw no harm in the telecast, saying, "We have nothing to be afraid of. We would hope that Americans of similar stature would have the right to make a broadcast to the Russian people and that the Russians would be given the same chance to listen."

Probably the most vociferous was Rep. Anfuso who planned to raise several questions with Stuart Novins, moderator of the Khrushchev interview. Rep Anfuso was to be a participant last Saturday on *Congressional Closeup,* also moderated by Mr. Novins on WCBS-AM-TV New York.

Rep. Anfuso last week assured Mr. Novins that this was "not intended as a criticism of you or CBS" but that he raised the questions because American foreign policy and national security were involved.

Elsewhere, and particularly in the press, the Khrushchev appearance—which drew an audience of about 10 million, according to CBS—elicited much praise.

A full page ad, signed by 189 radio and television outlets and carried in several of the nation's top newspapers, lauded CBS Television and CBS Radio for carrying forward "the finest traditions of a free press" and for demonstrating their faith "in the good judgment of the American people and in the strength of American institutions."

Editorial pages across the nation last week expressed these views:

The New York Times: . . . The Khrushchev interview was in our best tradition, and CBS is to be congratulated for its enterprise.

Wall Street Journal: . . . Opinion of some people [is] that the Khrushchev interview shouldn't have been presented here at all. Aside from the implicit censorship, any American who doesn't see through the artful dodges of Khrushchev's replies isn't old enough to watch television.

New York Journal-American: It was a feat of enterprise by CBS in obtaining the interview and we offer congratulations.

Time Magazine: . . . The season's most extraordinary hour of broadcasting.

The Louisville Courier-Journal: . . . CBS and the producers of *Face the Nation* can take a bow for a fascinating new landmark in the history of television.

The Dallas Times-Herald: . . . The program carrying the Red boss' debut on U. S. television was most interesting and CBS is to be highly congratulated for arranging it.

Washington (D. C.) Post: President Eisenhower showed good judgment in refusing to ask the Soviet Union for equal time on its broadcasting facilities. . . . The Khrushchev interview last Sunday was privately arranged by CBS. The U. S. government had nothing to do with it, and of course made no concessions in permitting the telecasting of a foreign official's views in this country. . . . There is no ground for using the incident as a lever to obtain the broadcasting of an American official interview in Russia.

Washington (D. C.) Daily News: The boss man of the Kremlin wasn't in top form yesterday during his appearance on an American television show—even though he was twisting facts to make Soviet Russia look like the aggrieved party and the innocent victim of a warlike America. Few intelligent people will have been deceived if they listen long to what was a pretty dull rehash of the daily Soviet propaganda line.

The Los Angeles Times: Those who swallow bunk whole no doubt enjoyed the performance, but those who remember how the streets of Budapest ran red a few short months ago had a few qualms.

Jack Gould, The New York Times: That suggestion by President Eisenhower that CBS had been motivated by commercial considerations in televising an interview with Nikita S. Khrushchev . . . can only be regreted. The television network displayed sound reportorial judgment in obtaining the exclusive interview and in no way violated the canons of responsible journalistic behavior. The broadcasting chain ill deserves White House reproval. In the television industry, so strongly given to anxiety and apprehension, the implied censure could have deleterious repercussions.

Walter Lippmann, New York Herald-Tribune News Service: What was lost [in translating] was the way Khrushchev was saying it, why he was so often smiling about something he was saying and how he really put it when he made his assertions. I have, of course, no idea how television can solve the problem of translation. . . . Yet the problem of translation is all-important in television interviews. For the real point is not to communicate what is said but to reveal the personality of the speaker by showing what he is like when he talks.

John Crosby, New York Herald Tribune News Service: If anything, there was a little too much amiability. Considerably more

FACING A NATION: Nikita S. Khrushchev is interviewed in the Kremlin for the CBS tv-radio presentation June 1 by (l to r) Stuart Novins, moderator of *Face the Nation;* B. J. Cutler, Moscow correspondent for the *New York Herald Tribune,* and Daniel Schorr, Moscow correspondent for CBS News. Network's Ted Ayers was director.

BRAND NEW!

5 MINUTE ANIMATED CARTOONS

produced especially for TV!

HEAP BIG FUN FOR SMALL FRY!

For details call

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NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St.
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

IT'S UNEARTHLY!

MONITOR Sales Keep Going Up And Up, At A Rate That Is Right Out Of This World!

Net-dollar volume for MONITOR's first quarter 1957 was 239% ahead of the first quarter last year. MONITOR's net-dollar volume as of May 15, 1957, already exceeds that of the entire year 1956. And third and fourth quarter orders are rocketing in.

16 brand-new advertisers, and 13 back for a second helping, provide the power for MONITOR's atomic surge.

Here are some reasons why MONITOR appeals so strongly to advertisers:

- 15 announcements on MONITOR deliver over 6½ million listener home impressions — not counting the audience reached through car radios and picnic-basket portables.
- MONITOR gives *all* advertisers maximum flexibility in choosing the time, frequency, and audience-groups that their marketing strategies demand.
- MONITOR offers advertisers custom-tailored merchandising plans.
- MONITOR's programming is fast-moving, varied. Listeners really listen — because there's always something interesting to listen *to*.

Now's the season when America becomes a nation on wheels. With 39 million cars equipped with radios, MONITOR will be traveling faster than ever, every weekend from now on.

Want to come along for the ride?

NBC RADIO

than is generated almost any Sunday afternoon on *Meet the Press.*

. . . The question arises as to what good a broadcast of this nature does. Well, I think it contributes a lot to our understanding of the Soviet regime to get a solid glimpse at one of its top leaders.

Constantine Brown, Washington (D. C.) Evening Star: The secretary-general of the Communist Party . . . made a good impression. Khrushchev was almost plausible. All good liars are.

David Lawrence, North American Newspaper Alliance: Khrushchev has suffered a defeat of his own making. By his television address, he has retarded rather than forwarded the cause of world peace . . . the Sunday speech by the communist leader has restored suspicion and distrust, if indeed they had not been entirely dissolved.

Jane Kern, Chicago-American: *Face the Nation* [illustrated] one of the best and strongest facets of network broadcasting. What entity except a major network could have arranged and filmed such an interview with such skill, right down to the split-second translations?

Roscoe Drummond, N. Y. Herald Tribune News Service: Given the opportunity to talk face-to-face to several million on the CBS screen, Khrushchev discerned the role he thought most useful and played it like a Barrymore. The role: The genial persuader of men, the good-hearted, good-natured, good Uncle Nikita.

Dave Reque, Washington (D. C.) Daily News: Let's have a round of handclapping for the *Face the Nation* crew. . . . When they got the chance they didn't bungle. Technically it was a top production though this was the whipped cream and cherry on top of the standout accomplishment that getting any sort of an interview with the top communist would have been.

More opinion on the broadcast was scheduled yesterday when a special hour-long *Comment on Khrushchev* was to be carried, according to Sig Mickelson, CBS vice-president for news and public affairs.

Panelists were to be shown clips from the Khrushchev interview and then discuss them. Panelists were to be George Meany, president of AFL-CIO; Dr. Philip E. Mosely, director of studies for The Council on Foreign Relations, and Harrison Salisbury, staff member and former Moscow correspondent of the *New York Times.* Dr. Lyman Bryson was to be moderator. The program was scheduled 3-4 p.m. EDT on CBS-TV and 10:05-11 p.m. on CBS Radio.

Prior to the June 2 telecast, the Catholic War Veterans of the USA had wired CBS President Frank Stanton urging cancellation of the interview, charging that Khrushchev was not a free agent and that the broadcast would serve only as communist propaganda.

In his answer, Dr. Stanton agreed the Russian chieftain would use the occasion for propagandistic purposes, but disagreed that it was improper for tv and radio to schedule such a program.

Dr. Stanton expressed his confidence in American citizens' ability to evaluate the communist propaganda for what it really is. "This is the strength of a free press of which CBS Radio and Television are a part, and the strength of the American system," he said.

Reprinted from Washington Evening Star

"If he's a comic, what's wrong with us?"

And last week it seemed certain the film would receive even greater distribution to tv as CBS-TV Film Sales moved to circulate it.

By Tuesday—only two days after its network showing—the film sales unit had announced "sales" [actually on a cost basis] of the film to WPIX (TV) New York, WGN-TV Chicago, KSD-TV St. Louis, WDAF-TV Kansas City and WTOP-TV Washington. The program was offered to all stations regardless of network affiliation and as a public service.

CBS Radio Signs $1.5 Million

CBS Radio signed new business and renewal contracts amounting to more than $1.5 million in billings during the past week, according to John Karol, vice president in charge of network sales, CBS Radio.

New business included a contract with Sleep-Eze Co., Long Beach, Calif., through Milton Carlson Co., Los Angeles, for a 7½-minute weekly segment of *House Party,* effective July 13, and with Hearst Publications, New York, through Grey Adv., New York, for ten 7½-minute units of CBS Radio daytime programs between June 19 and June 24. Chevrolet Motors Div. of General Motors, Detroit, through Campbell-Ewald, Detroit, has renewed 12 five-minute newscasts weekly and has added two to its schedule, starting June 29.

Don Lee Group Elects Loggan

FRANK LOGGAN, KBND Bend, Ore., was elected chairman of the Don Lee Network's Affiliates Advisory Committee for 1957-58 at the group's organizational meeting in Hollywood. Benton Paschall, KAFY Bakersfield and KFXM San Bernardino, both Calif., was elected vice chairman. Mrs. Vernice Irwin, KVI Seattle, was elected secretary.

Other members: John Cohan, KSBW Salinas and KVEC San Luis Obispo, Calif.; Don McCormick, KYOS Merced, Calif.; Harry Spence, KXRO Aberdeen, Wash., and John Hogg, KOY Phoenix.

NBC Radio Signs Net Sales Of $500,000 During Week

NEW and renewal business amounting to $500,000 in net billings was signed by NBC Radio during the past week, it was announced last Thursday by William K. McDaniel, vice president, NBC Radio sales.

Included in the new business was a 13-week order from Pepsi-Cola Co., marking the advertiser's first use of network radio, he said. Through Kenyon & Eckhardt, Pepsi-Cola bought 10 one-minute and 10 30-second participations a weekend in both the "Bob and Ray" and "Fibber McGee and Molly" segments on NBC Radio's *Monitor* weekend service, starting Friday [June 15].

Other new advertisers are Harrison Products Inc. (pharmaceuticals), San Francisco, through Sidney Garfield & Assoc., San Francisco, for a 10-week participation campaign on *News of the World* (Mon.-Fri., 7:30-7:45 p.m. EDT) and *Nightline* (Tues.-Wed.-Thurs., 8:30-10 p.m. EDT), RCA, Camden, N. J., through Kenyon & Eckhardt, New York, for an eight week participating campaign on *Monitor;* Chrysler Corp., Dodge Div., Detroit, through Grant Adv., Chicago, for half-sponsorship of the *Monitor* sports segment for 10 weeks. R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., through Wm. Esty Co., New York, has renewed its participation schedule in *News of the World* for another 26 weeks.

Net Billings $3.3 Million On 'Monitor' for 2nd Year

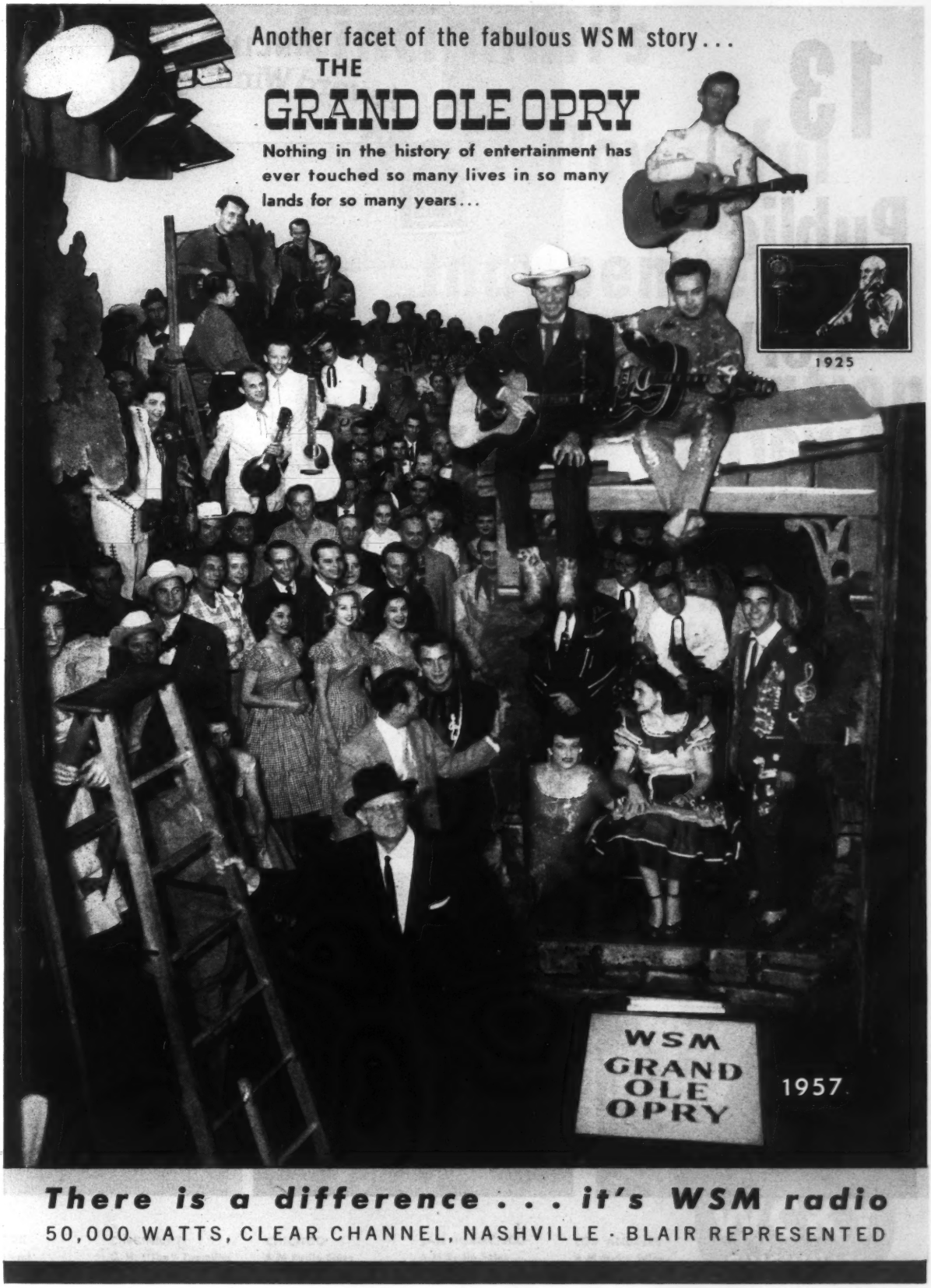
ADVERTISERS invested a total of $3.3 million (net billings) on *Monitor,* NBC Radio's weekend service, during the series' second year, Matthew J. Culligan, vice president in charge of NBC Radio, is announcing today (Monday) as *Monitor* approaches its second birthday.

Mr. Culligan reported that *Monitor* has had more than 80 advertisers since its inception on June 12, 1955, and that 21 new clients have joined the roster since last Jan. 1. During the two-year period, Mr. Culligan said, a total of 10,845 participations were sold.

"The success of *Monitor* is positive proof of the fact that a major portion of radio listening is out-of-the-living-room and out-of-home," Mr. Culligan said. "Conventional surveys fail to adequately measure this large portion of the radio audience, since America is primarily a nation on the move."

Sponsors of *Monitor,* Mr. Culligan pointed out, have ranged from the Republican National Committee to Hazel Bishop Inc., and from Mack Trucks to Gruen Watch Co. Types of business that have advertised on the weekend service have included motor cars, communications, jewelry, cigarettes, publishing, cosmetics, gasoline and pharmaceuticals, he added.

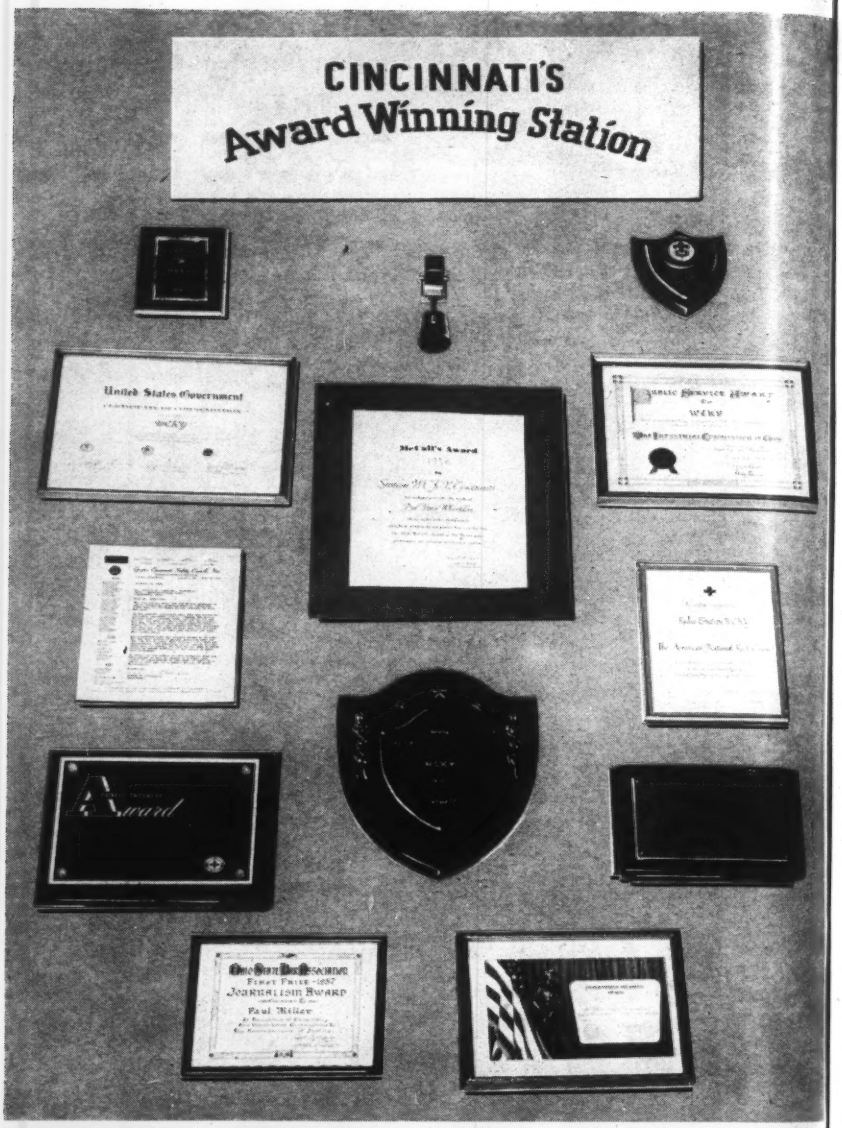
New advertisers who have bought *Monitor* schedules since Jan. 1 include the Pepsi-Cola Co. (for its first use of network radio, according to Mr. Culligan), Bon Ami Co., Chrysler Corp., Insurance Cos. of America, P. Lorillard Co., Schick Inc., Pabst Brewing Co., and Liggett & Myers.



There is a difference . . . it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE · BLAIR REPRESENTED

13 Public Service Awards In 12 Months!



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—and the biggest award of all—constantly increasing Listener and Advertiser Confidence!

Cincinnati's Most Powerful Independent Radio Station

- American Cancer Society
- United States Government
- Greater Cincinnati Safety Council
- National Safety Council
- Ohio State Bar Association (individual)
- McCall's "Golden Mike" (individual)
- McCall's Magazine (station)
- Ohio State Bar Association (station)
- Boy Scouts of America
- Industrial Commission of Ohio
- American National Red Cross
- Air Force Association (individual)
- U. S. Treasury Department

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

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C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

Solid Tv Broadcaster Support Seen for Tv Music License Unit

MAIL balloting among tv stations for election of a permanent all-industry tv music license committee was running high last week, leaving officials convinced that:

1. Television broadcasters are solidly behind the efforts of the committee, whose job is to negotiate new ASCAP tv music licenses to replace the current contracts, which expire Dec. 31; and

2. The 15-man interim committee named to set the project in motion—and also nominated to serve as the permanent committee—is overwhelming choice of stations to serve permanently.

Irving Rosenhaus of WATV (TV) Newark, chairman of the committee, said he was "more than enthusiastic" about the rate of returns—an especially significant factor because, in order to vote, stations had to agree to pay their highest one-time announcement rates as dues to underwrite the committee's legal, research and other costs. The support that stations were showing, Mr. Rosenhaus said, was "wonderful."

Unofficially it was estimated that votes—and financial support, necessarily—had been received from close to 150 tv stations within a few days after the deadline for mailing ballots. And additional returns were coming in steadily, while many other stations had called to say their pledges were en route.

The interim committee—now the permanent committee—was designated at an all-industry tv meeting in Chicago during the NARTB convention [B•T, April 15]. It already has retained former Judge Simon H. Rifkind, New York attorney who was counsel to the tv group in the years-long negotiations which were successfully concluded three years ago, to serve as counsel again [B•T, May 27].

In addition to Chairman Rosenhaus, the officers include Dwight Martin of WAFB-TV Baton Rouge as vice chairman and Elisha Goldfarb of RKO Teleradio as secretary-treasurer. Other members:

Clair McCollough, WGAL-TV Lancaster, Pa.; Roger W. Clipp, WFIL-TV Philadelphia; Charles Britt, WLOS-TV Asheville, N. C.; Sam Cook Digges, WCBS-TV New York; Omar Elder, ABC; F. E. Fitzsimonds, North Dakota Broadcasting Co. stations; Nathan Lord, WAVE-TV Louisville; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Bcstg. Co.; Hamilton Shea, WSVA-TV Harrisonburg, Va.; Lloyd E. Yoder, WRCV-TV Philadelphia, and Edward G. Thoms, WKJG-TV Fort Wayne.

Tv's Revenue Increase Trend To Slow Down, Says Doherty

TELEVISION's revenue trend will increase at a lower rate than in past years, judging by 1957 income, members of the Virginia Assn. of Broadcasters were told Thursday by Richard P. Doherty, management consultant. The VAB meeting was held in the John Marshall Hotel, Richmond.

Mr. Doherty said tv revenues rose around 30% a year from 1951 to 1956, but appear to be tapering down to an average 10% increase this year. He said he was not pessimistic about tv's future but felt the boom of the last four to five years "has brought tv broadcasting to a point where future growth will logically be at a reduced percentage rate from year to year.

The reduced rate of annual expansion is caused, he said, by the fact that the total number of new tv stations has slowed down to a very small figure. He added, "The extent to which the total number of operating tv units expands determines, in part, the total expansion in industry revenues."

Individual stations will naturally experience rather divergent profit results within the overall industry pattern, according to Mr. Doherty. He continued, "A considerable number of tv stations will experience less than a 10% expansion in revenues for the full year of 1957 as compared with 1956. Many of these stations have already entered a rate plateau where comparatively small percentage card rate increases will be forthcoming during the next two to three years. Stations in this category are closed to their full normal expectancy. Their future revenue expansion will depend largely on two factors—overall tv advertising expenditures, and expansion in population and retail trade within their respective market areas.

Howard H. Bell, NARTB assistant to the president, said every broadcaster must support the drive to obtain equal access in covering news events with microphone and camera. As NARTB coordinator of state association activities, Mr. Bell said all but 14 associations have formed freedom of information committees.

"Broadcasters are now ready to demonstrate how radio and tv coverage of trials, legislative sessions and other public proceedings can be carried out without obtrusion or disturbance," he said. In reivewing progress he said 22 states now allow some degree of electronic journalism in coverage of their legislatures. NARTB, he said, is developing a code for broadcast coverage setting forth general rules for use in reporting public proceedings. A freedom of information kit will be distributed by NARTB to broadcasters about Sept. 1.

Personal Managers Organize; Loeb Named First President

ORGANIZATION of a new association, Conference of Personal Managers, was announced by William Loeb, partner in the firm of Gabbe, Lutz, Heller & Loeb (representing Liberace, Lawrence Welk and Frankie Laine, among others), president-elect of the new group. CPM membership comprises some 20 personal managers handling talent with annual billings of over $100 million a year, it was reported.

The purpose of the organization, Mr. Loeb said, is "to provide a better understanding of the functions of the personal manager, to establish a code of ethics and to clarify and improve relationships between personal managers and clients and other elements of the entertainment business." The new group already has drafted a uniform contract between personal managers and performers which will be used by all CPM members, it was reported. "All other forms of entertainment contracts have been standardized and we feel that by creating this contract we have already taken an important step forward," he said. A similar group now is being formed in New York, he added.

Other officers elected, in addition to President Loeb, are: Sam Lutz and Thomas Shiels, vice presidents; Bill Burton, secretary, and Stan Zuker, treasurer. Mr. Lutz is a member of the same firm as Mr. Loeb; the other officers are all independent managers.

Goss Heads La.-Miss. AP Assn.

GENE GOSS, news director of KWKH Shreveport, La., was elected chairman of the Louisiana-Mississippi AP Broadcasters Assn. at the group's two-day spring meeting in Monroe, La. He succeeds Bill Monroe, news director of WDSU-TV New Orleans. Mac Ward, news director of KNOE-AM-TV Monroe, will be vice chairman for the coming year and will direct the association's continuing study committee.

NEWLY ORGANIZED UP Broadcasters of Pennsylvania met in Mechanicsburg and elected officers. Shown with guest speaker David Gonzales, UP Washington diplomatic correspondent (extreme left) are (l to r): Charles Shaw, WCAU Philadelphia, vice president; Joseph Harper, WHP Harrisburg, vice president; Herbert Morrison, WJAS Pittsburgh, president, and George Allen, WBVP Beaver Falls, vice president.

"GEE! I'm going to buy that candy!"

He was watching WGN-TV where top programming gets viewers absorbed. He was only one of 216,800 youngsters in the audience delivered by "Garfield Goose" (March, 1957, Nielsen, 8.2%).

Top programming to deliver you the right kind of audience is our business.

That's why Top Drawer Advertisers use WGN-TV

Let our specialists fill you in on some exciting WGN-TV case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with WGN-TV

CHANNEL 9—CHICAGO

DOMINATING SACRAMENTO

KCRA·TV Has 57.5% More Audience Than Sacramento's Second Station

Sign-on to Sign-off
Sunday - Saturday
48.5% Avg. ARB* Share of Audience

Throughout the day and night KCRA-TV completely dominates the big Sacramento Television Market:

	Mon.-Fri. Sign-on to 6 p.m.	Sun.-Sat. 6 p.m. to Sign-off	Average Share of Audience
KCRA-TV	57.5%	43.8%	48.5%
"B"	25.5%	34.0%	30.8%
"C"	21.1%	21.8%	16.3%
"D"	7.3%	7.4%	7.4%

Throughout the week, KCRA-TV has virtually twice as many quarter-hour "firsts" as the other three stations combined:

	Local	Network	Total
KCRA-TV	177	144	321
"B"	16	109	125
"C"	0	34	34
"D"	0	3	3

Ask Petry about the *Highest Rated* NBC Station in the West.

*ARB, Sacramento, April 1957

KCRA·TV
SACRAMENTO, CALIFORNIA
Serving 28 Northern California and Nevada Counties
CLEAR 3 CHANNEL

FCC GETS 100 CRAVEN COMMENTS

- **Industry attitude ranges from approval to dismay**
- **FCC move would abandon 5-year-old allocations plan**

THE industry attitude toward the FCC proposal to abandon its five-year-old television allocation plan in favor of processing applications on an individual case-by-case basis ranges from outright approval to acceptance in principle with various reservations and on to dismay.

Last week about a hundred divergent comments came from networks, stations, and interested groups in reply to the FCC's proposal to discard partially its rigid table of channel assignments [B•T, April 29]. The Commission has stated that such a new case-by-case basis for future determinations would not involve educational reservations; any tv allocation, vhf or uhf, within 250 miles of the Canadian border; or any vhf allocations within 250 miles of the Mexican border. It also specified certain mileage separations.

CBS thought the idea is "a substantial step in the right direction" and wants the proposals carried out "as soon as possible." But the network insisted that the mileage separations be observed "scrupulously." It also said the FCC should allow itself more latitude to solve vhf and uhf unfair competition problems, and provide protection where indicated. By and large, CBS said, the plan will make "for more efficient use of channels."

But NBC said that deletion "could pose threats" to the maintenance of minimum mileage separation. Besides, NBC regarded the proposals as "inadequate" as far as safeguards for existing uhf stations are concerned. Then the network aimed a barb at the Commission, noting, "Since the affirmative case for the proposed action turns largely on the assumptions of administrative convenience, the merits should receive further study."

ABC supported the proposals in principle, but thought abandonment might be premature as well as "introduce more formidable procedural problems than it would eliminate." ABC also showed concern over what it described as inadequate protection for uhf. It said that deletion, as presently drafted, could permit, for example, the arrival of a second vhf outlet in a part-uhf community where it might easily kill off the uhf station. ABC also said that mileage separation restrictions would be more likely to break down under the new rules.

Westinghouse Broadcasting Co. also urged delay, and called for more study. It wanted to hear the results of the industry's Television Allocation Study Organization whose research will not be available for another year to 18 months. The group also said it is worried about uhf survival.

The stations themselves were pretty much split on the plans. At last count, their petitions were running about 31 for to about 25 against. Some thought the proposals would result in more efficient channel allocation proceedings and less uncertainty about the outcome of FCC petitions. Others cited complaints similar to those of the networks.

The Meredith Publishing Co. stations supported the FCC generally, but said the Commission should then "proceed to consider and adopt interference and service standards which will provide a sounder method of protection."

The Steinman stations comment said this group preferred TASO as the "sound starting point" and wants the benefit of TASO's findings. The Cascade Broadcasting Co. group was primarily anxious about uhf though it considered the plans as "a progressive step."

The Committee for Competitive Tv was another group alert to the problem of protecting uhf stations, and demanded that these get preferential treatment in any subsequent hearings that might arise out of deletion.

Tv educational groups were flatly against the idea of junking the allocation table and indicated they had everything to lose and nothing to gain. This response was based essentially on the theory that uhf may decline further after such rulemaking which in turn might cost tv teachers the use of this medium.

Maximum Service Telecasters Inc. said the rulemaking is premature because the TASO report has yet to be released. It added that the proposals would undermine the precarious health of uhf as well as making it more difficult to enforce mileage separations.

Neither RETMA nor NARTB took sides in the dispute.

FCC Asked by What Authority It Could Authorize Pay Tv

REP. OREN HARRIS (D-Ark.), chairman of the House Commerce Committee, last Thursday asked the FCC to justify its statement that it has the power to authorize pay tv on broadcast frequencies.

The House committee chairman, whose unit oversees the FCC and radio-tv legislation, asked whether the Commission's statement last month meant it felt that it had in principle the general power to approve pay tv but lacked the specific powers to regulate this type of service.

In April, Rep. Harris submitted to the FCC a series of comprehensive questions regarding the Commission's authority to approve toll tv. The FCC answered last month, citing its Notice of Proposed Rule-Making as making it impossible to reply to Mr. Harris until further information was received. The notice proposed to approve field tests of pay tv, but required information regarding these tests with the deadline for comments July 8 [B•T, May 27]. In that notice, the Commission declared that it had the power to authorize toll tv on broadcast frequencies, but left for future consideration the question of whether a Congressional act may or may not be required to regulate subscription tv.

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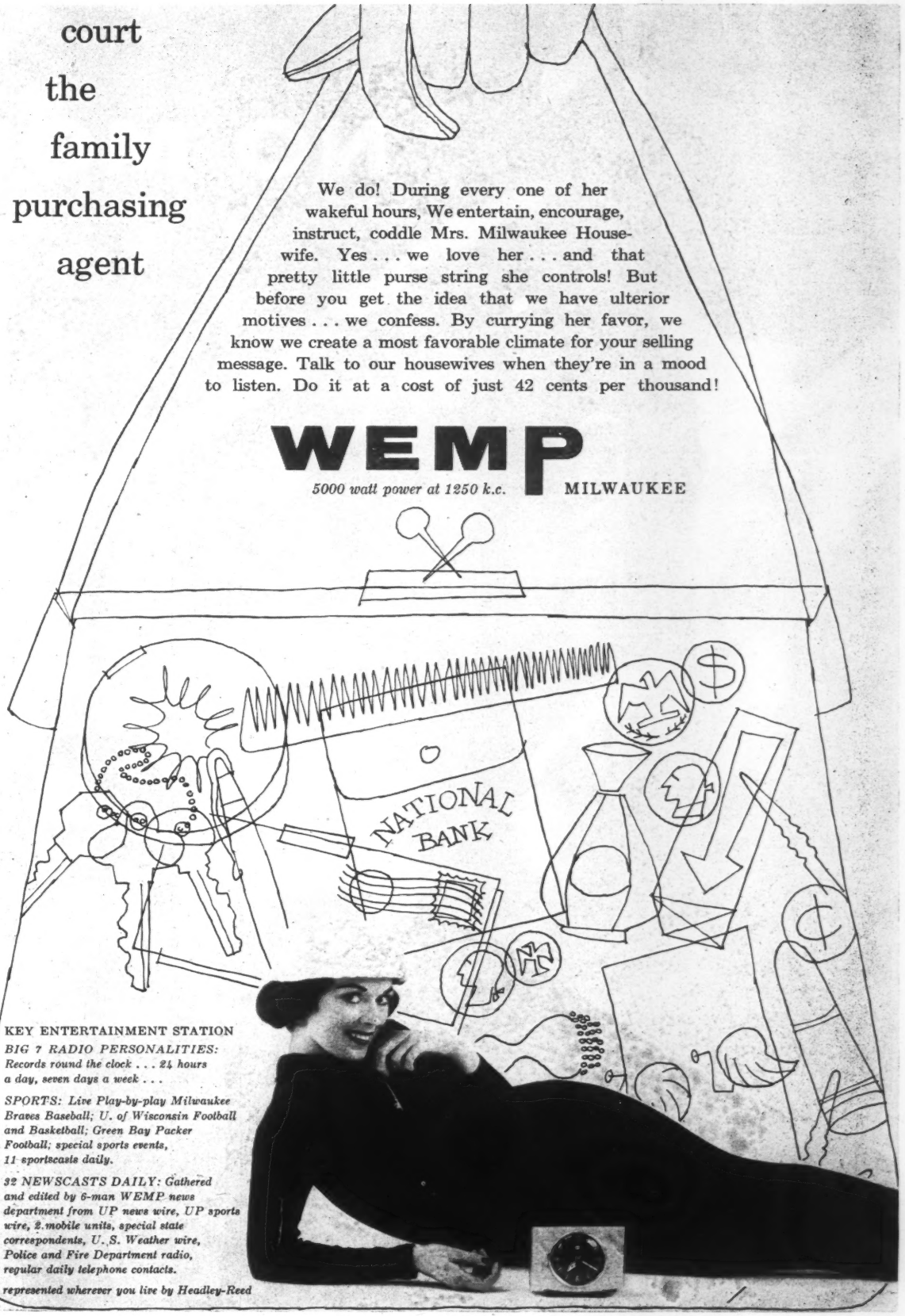

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32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Department radio, regular daily telephone contacts.

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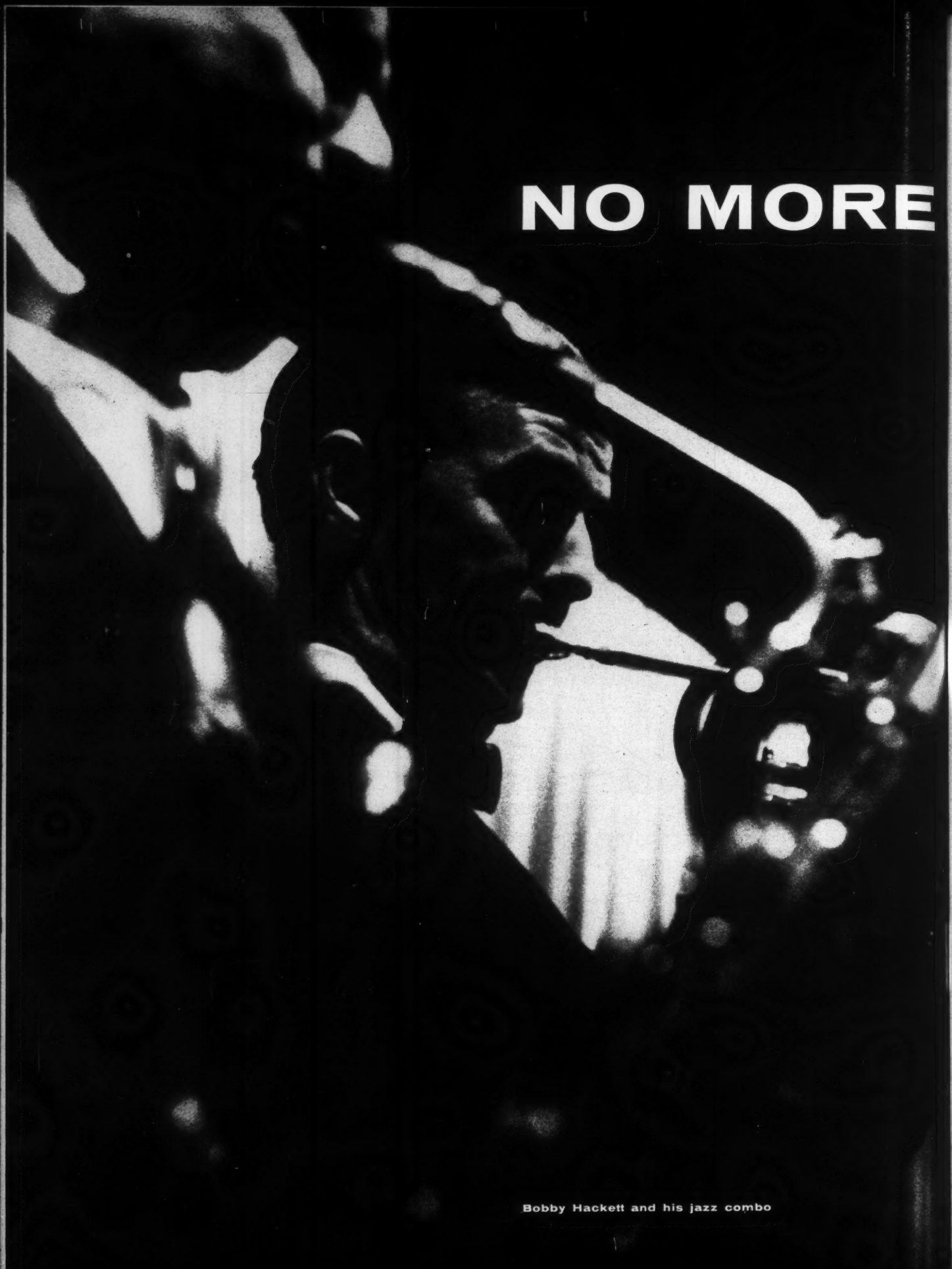
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Bobby Hackett and his jazz combo

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They're singing out the happy news in St. Louis –
KTVI, now VHF, has become ABC-TV's exclusive outlet.

There's music with an upbeat for St. Louis viewers, who,
come September, will see *all* the ABC-TV shows,
in proper program sequence, on one VHF channel.
It's music with a beckoning beat for advertisers, who
can now cover this multimillion-dollar market
with strictly competitive KTVI . . . ABC-TV in St. Louis.

Now St. Louis joins San Antonio, Omaha and Norfolk —
all top-market, primary stations in the ABC-TV line-up.
Boston, New Orleans, Pittsburgh and others
are due this coming season.

Among the exciting people ABC-TV is presenting
this fall are Frank Sinatra, Guy Mitchell and Pat Boone.
They aren't likely to cause the blues to be sung in St. Louis
— or anywhere else.

abc
television network

FCC ATTACKS CONTINUE IN HOUSE; McCONNAUGHEY ANSWERS DINGELL

TWO more attacks against FCC grants of television construction permits were leveled last week on the floor of the House of Representatives, following closely on the heels of Rep. John D. Dingell's (D-Mich.) blast a fortnight ago [B•T, June 3].

Also last week, Rep. Dingell received answers to some of the 22 questions he submitted to the FCC last March and two weeks ago demanded an "immediate" answer. In submitting a reply, FCC Chairman George C. McConnaughey said the Commission could not answer many of the questions without undue research hardships.

Mr. McConnaughey said that to answer all the queries would entail the study of more than 6,332 files and 10,000 docket cases. It would be necessary to go through the entire history of every station, from its original grant to the present date, and most of this material is in storage, he stated.

"Under these circumstances, we [FCC] hesitate to do all this work unless specifically instructed to do so by the committee [House Interstate & Foreign Commerce Committee, of which Rep. Dingell is a member]," the chairman stated. He said that there presently are 3,185 ams, 641 tvs and 549 fms authorized. Since 1934, there have been over 6,332 sale applications filed, with approximately 12,000 docket cases since 1927, he stated.

The chairman asked Rep. Dingell and the committee's chairman, Rep. Oren Harris (D-Ark), to accept this information in lieu of answers to a majority of the questions. On the questions (which were printed in the June 3 B•T) that were answered, the Commission stated:

The FCC may not and does not grant a permit without prior hearings unless it [FCC] considers it proper to do so under the facts of the case.

No record is kept of activities of former commissioners after they leave the FCC. However, from personal recollections of current staff members, a rundown of the activities of several former commissioners was given.

From 62 to 149 station authorizations have been deleted during each of the last five years.

Network files at the FCC are not open to public inspection.

At the present time there is one share-time tv operation [Rochester, N. Y.]. There have been several in the past but stations have either merged or one has bought the other out. The Commission feels it has the authority to make grants without rule-making or legislation.

It is unwise, the FCC felt, to try to reach conclusions regarding networks until the Network Study Staff completes its work.

Rep. Dingell said that he had not had time to study and evaluate the answers and did not know if they were sufficient to meet the congressional committee's needs.

The new attacks were made on the Commission's tv grants in Wisconsin in general —and ch. 3 Madison in particular—and ch. 13 in Indianapolis to Crosley Broadcasting Co., reaffirmed by the FCC last week. Rep. Henry S. Reuss (D-Wis.) hit the "strange maneuverings of the FCC in recent months," in praise of Rep. Dingell's stand. He said "it is high time that the American people were made aware that political favoritism, rather than the public good, it determining public policy."

He reprinted in the *Congressional Record* an editorial, titled "Straight Talk by Rep. Dingell on Politics in FCC," which was printed in the May 29 issue of the *Madison Capital Times*. "He [Rep. Dingell] is the first member of Congress who has had the courage to tackle the problem head-on. Most of them [congressmen] have ducked around, pussyfooting on the issue because of their fear of antagonizing the tv stations who are able to hand over free time to congressmen to build their political stock," the editorial stated.

"The political decisions of the Commission can be no better illustrated than in Wisconsin where the people of the state . . . stand virtually no chance of tuning in a station owned by interests that did not support Eisenhower and McCarthy [the late Sen. Joseph A., (R-Wis.)] in 1952."

The editorial charged that politics kept the *Capital Times* from getting a grant for ch. 3 in Madison. "Rep. Dingell might be interested in knowing that there are on record in the FCC two letters from the late Sen. McCarthy, whose political advancement we fought from 1946 onward, urging that no tv license be granted to any firm in which the *Capital Times* is interested."

The editorial also charged that when CBS, "which dominates the FCC," wanted a Milwaukee tv station, the FCC changed its ownership rules to allow the network to purchase WXIX (TV) in Milwaukee.

Rep. Reuss said that he "sincerely" hoped the House Subcommittee on Legislative Oversight (headed by Rep. Morgan Moulder [D-Mo.]) would make an investigation of the FCC its first order of business. Rep. Dingell also called for an investigation of the Commission by the same committee and last week said that he would have a "pile of records" to turn over to Rep. Moulder.

The subcommittee was in session late Thursday afternoon to select a staff to launch its planned investigation into several government agencies, including the FCC. Announcement of the staff members is considered imminent but Rep. Moulder has said it will be September before hearings on the FCC can be held.

Rep. William Bray (R-Ind.) assailed the Commission for its March grant of ch. 13 in Indianapolis to Crosley by a 4-3 vote. In making the grant to Crosley, an Ohio company and subsidiary of Avco Manufacturing Corp. of New York, he said the FCC passed over three locally qualified applicants. "Thus, the avowed intent of the Commission to grant the applications of local interests where qualified was ignored in this case," he charged.

Crosley, Rep. Bray stated, already owns four tv stations (three of them in Ohio). This decision "required the Commission to reverse or ignore the major policy factors which have been applied in other comparative decisions. It is the first time that the Commission, having available to it a number of qualified applicants, has voluntarily chosen to grant a television frequency to an applicant who already dominates and controls the television service available to several million people lying within a concentrated and well-defined geographical and political area," he charged.

"The grant is contrary to the basic philosophy of the Communications Act insofar as the prevention of monopoly broadcast facilities is concerned. It is noteworthy that George C. McConnaughey, chairman of the FCC, is from the State of Ohio."

Rep. Frank T. Bow (R-Ohio) took issue to Mr. Bray's reference to Mr. McConnaughey's home state. "I should like to say to the gentleman [Rep. Bray] that Mr. McConnaughey has served the State of Ohio in many capacities for many years. He is well known and respected throughout the state and I am sure that his residence in the State of Ohio would not influence him or cause him to do anything improper in any decision he might make. . . . I would not want the record left showing a possible inconsistency on the part of the chairman because of his residence in the State of Ohio . . . " Rep. Bow stated.

"The facts in this case speak for themselves," Rep. Bray said. "He is from the State of Ohio. There is no attack made on the chairman. I am merely stating the facts . . ."

To which, Rep. Bow replied he "would not want the inference that" Mr. McConnaughey's being from Ohio influenced his decision in the matter. "If the facts do create an inference that is unfriendly to McConnaughey, I am not making the inference," Rep. Bray answered. "It is the facts that make the unfriendly inference."

Three other Indiana congressmen, all Re-

AUGUST SHUTDOWN

THE FCC will schedule no hearings or oral arguments during August, the agency announced last week. In keeping with this practice of the past two years, the one exception will be the regular meeting Aug. 1. A commissioner will be present at all times to act on motions, handle emergency matters and expedite routine business.

The continued hearing on frequency allocations in the bands above 890 mc, will make it necessary to hold the regular Commission meetings on Thursdays in July, except for the first week, when because of the July 4 holiday the meeting will be held on July 3.

NINE MONTHS AGO THEY CALLED IT THE.....

"MILLION DOLLAR GAMBLE"

AN OPEN LETTER FROM GROSS-KRASNE, INC.

When we announced the formation of our own selling organization for "The O. Henry Playhouse" last Fall, we were told that syndication was dead and we were 'writing our own obituary.' But ...

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... with carefully chosen, experienced associates who rolled-up their sleeves *and went to work*

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Today more than 190 stations are showing 'O. Henry' and over 75 sponsors are finding it an effective commercial vehicle.

To the sponsors, the stations, the advertising agency people — *all* of whom have helped make our "gamble" pay off, our sincere appreciation!

And our special thanks to our star, and partner Thomas Mitchell, for making all this possible!

GROSS-KRASNE, INC.

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WELL...

WE'RE ROLLING AGAIN..... DOUBLE OR NOTHING!

GROSS-KRASNE, INC. PRESENTS 2 NEW HALF-HOUR SERIES FOR TV

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ADVENTURE! ACTION! INTRIGUE!

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publicans, backed the statements made by Rep. Bray regarding the Commission's ch. 13 grant in Indianapolis. They were Reps. Cecil M. Harden, Ralph Harvey and Charles B. Brownson. Before the grant was made, the members of the Indiana congressional delegation had advised Mr. McConnaughey they thought the channel should go to a local applicant.

The ch. 13 grant to Crosley also was news at the Commission again last week. The FCC instructed its staff to prepare a document reaffirming the grant to Crosley and denying petitions for rehearing, reconsideration and a stay filed by the three losing applicants, Indianapolis Broadcasting Inc., WIBC Inc. and Mid-West Tv Corp.

FCC Sets Sept. 6 Deadline For Spectrum Use Comments

THE FCC last week extended from July 1 to Sept. 6 the time for interested parties to furnish data for the study of allocation of the frequencies between 25 and 890 mc. Fm is in the spectrum between 88 and 108 mc, with vhf tv occupying bands between 54 and 216 mc and uhf tv the bands between 470 and 890 mc.

The Commission has asked for comments on how best use of these bands can be attained. Both present users and those interested in using this portion of the spectrum in the future have been requested to reply [B•T, April 8].

Dwight David Doty, 51, Dies; Partner in Washington Law Firm

FUNERAL services were to be held last Saturday in Washington for attorney Dwight David Doty, 51, who died Wednesday morning in his home following a heart attack.

MR. DOTY

Mr. Doty was a partner in the Washington law firm of Haley, Doty, Wollenberg & Kenehan.

Mr. Doty was admitted to the D. C. bar in 1932 although he did not receive his law degree from Georgetown U. Law School (Washington) until 1934. He served as law clerk to Judge Oscar E. Bland of the U. S. Court of Customs & Patent Appeals and with the Dept. of Justice. In 1947 he joined the FCC, serving as chief of the broadcast facilities branch and later as chief of the renewal and transfer division of the Broadcast Bureau.

He left the Commission in 1951 to join the law firm of Haley, McKenna & Wilkinson. The firm of Haley, Doty & Wollenberg was formed in 1954 and Edward F. Kenehan, former chief of the FCC Broadcast Bureau, was added to the firm a fortnight ago [B•T, May 27]. Mr. Doty served in the U. S. Navy during World War II and was a layman in the Reformation Lutheran Church.

Survivors include his wife, Dorothy Kauffman Doty, three children and his mother.

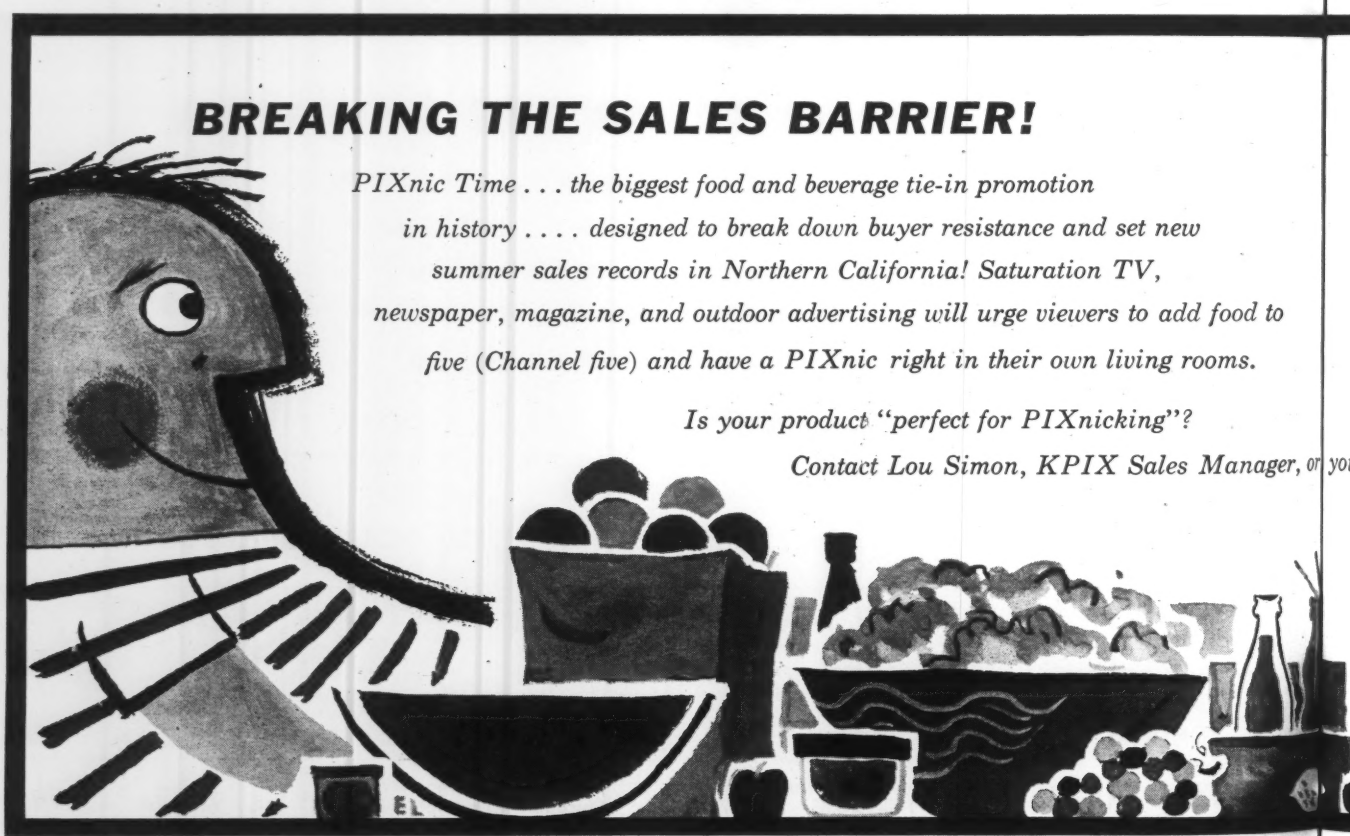
McConnaughey Agreeable To 'Anti-Leak' Legislation

FCC Chairman George C. McConnaughey last Tuesday—in an executive session—told a special Senate subcommittee that he would not object to legislation making it a crime to leak information from the offices of government agencies.

Mr. McConnaughey was one of several independent agency heads testifying before the Senate Investigations Subcommittee headed by Sen. Henry M. Jackson (D-Wash.). The subcommittee has been investigating a leak of the Civil Aeronautics Board decision granting the New York-Miami flight to Northeast Airlines [B•T, May 27].

It was understood the Commission feels its new policy of announcing preliminary decisions immediately alleviates any problem of leaks within the FCC. Donald O'Donnell, subcommittee counsel, said the subcommittee does not plan future hearings on reported leaks at other governmental agencies.

The next step, he said, is the drafting of penal legislation, with which all the agencies whose chairmen testified are co-operating. None of those who appeared before


BREAKING THE SALES BARRIER!
PIXnic Time . . . the biggest food and beverage tie-in promotion in history . . . . designed to break down buyer resistance and set new summer sales records in Northern California! Saturation TV, newspaper, magazine, and outdoor advertising will urge viewers to add food to five (Channel five) and have a PIXnic right in their own living rooms.
Is your product "perfect for PIXnicking"?
Contact Lou Simon, KPIX Sales Manager, or yo

Sen. Jackson's group objected to imposing a jail sentence and/or fine for violators and at least two of them were in favor of a bill to that effect.

In addition to Chairman McConnaughey, heads of the Securities & Exchange Commission, Interstate Commerce Commission, Federal Power Commission and Federal Trade Commission testified before Sen. Jackson's group.

Industry-Government Unit Agrees on Tower Locations

THE question of where and how to locate radio-tv towers in the future was decided last week by broadcast, government and aviation factions in a meeting of the Joint Industry-Government Tall Structures Committee (JIGTSC). The committee was formed to help alleviate the threat posed to air navigation by tall towers and a final report was to be issued later this month.

No specific height limitations were placed on antennas and provision was made for the establishment in every city of antenna farms where towers could be constructed of such required height as to give maximum service to the area. Tower heights in non-farm areas would be determined by various factors on a case-to-case basis.

The committee's report divided airports into three classes for the purpose of determining tower heights, with such things to be considered as specification of horizontal surfaces, slope lines and airway locations. Although the Air Force said its regulations do not place a 1,000 ft. limitation on towers, some observers felt the new document would virtually limit the construction of over 1,000 ft. towers except in antenna farm areas.

The committee was unable to agree on one phase during its Monday meeting. This concerned the difference of opinion on revision of Civil Aeronautics Administration orders to make them conform with Part 17 of the FCC rules.

JIGTSC voted to approve the document on a one-year trial basis and to remain as a standing committee during the next 12 months. The committee has been working since July 1955 on the problem of supplying criteria to guide airspace panels in approving tall towers.

Ohio Judge Urges Equal Access

CANON 35, controversial American Bar Assn. rule banning courtroom photography and broadcasts, "has no valid reason for existence in this electronic age," according to Chief Justice Samuel H. Silbert, of the Cleveland Common Pleas Court.

In a recorded interview on the KYW Cleveland *Press Club Presents* program, Justice Silbert said the only way to decide the controversy over coverage of courts in session "is to test Canon 35 in the Ohio Supreme Court." The program was recorded at the Cleveland Press Club.

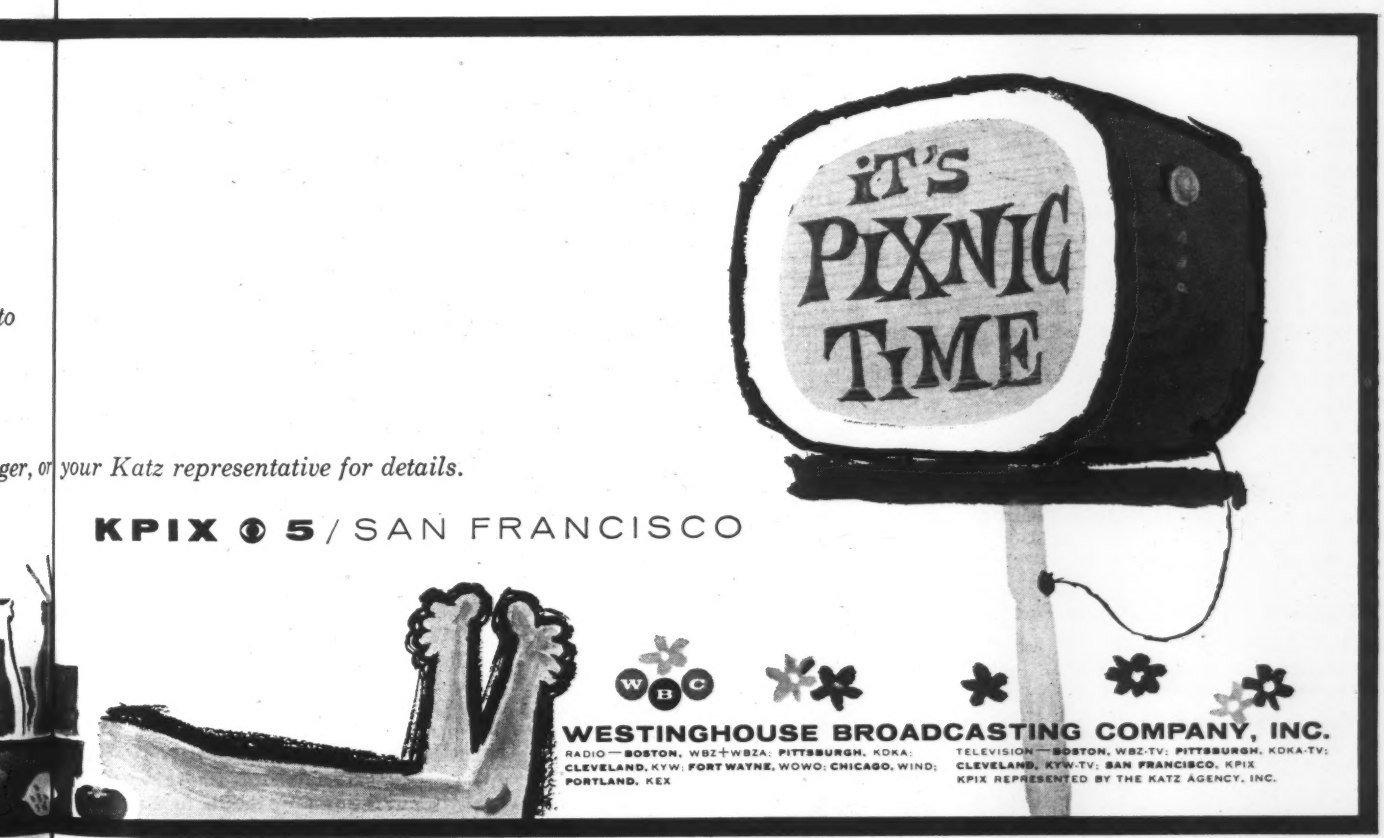
Translator Ban Proposal Greeted With Mixed Industry Feelings

AN INSPECTION of petitions that met a June 3 deadline at the FCC last week showed that response to the Commission's proposal to prohibit translators from operating in communities where regular tv exists was running about two to one in disfavor. Translators are special devices that translate vhf broadcasts into uhf and beam them into remote areas at low power.

Most of the hostility, against the FCC move came from tv stations, which while taking their stand against "promiscuous use" of translators, nonetheless found the FCC proposal "unreasonable" and not in the interest of remote communities. They also made it clear that they support the FCC's current rule limiting translator power to a 10 w output.

Some of the representative outlets on record against the FCC proposal included: KING-TV Seattle-Tacoma, KGW-TV Portland, Ore., WOW-TV Omaha, and KCMO-TV Kansas City. A good many of those against the idea also pointed out that it might be wise for the FCC to watch the translators further to study their operating experience.

Those favoring the FCC restriction generally went along because they said such a rule would tend toward earlier establishment of regular tv broadcast stations in communities that are now dependent on translators. This block of stations included: WWJ-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WBC
WESTINGHOUSE BROADCASTING COMPANY, INC.
RADIO — BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX
TELEVISION — BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX
KPIX REPRESENTED BY THE KATZ AGENCY, INC.

TV Detroit, WTVT (TV) Tampa, Fla., WAFB-TV Baton Rouge, and WKY-TV Oklahoma City.

NBC took a somewhat different position and told the FCC to handle the translator situation on a "case by case basis." It added that the Commission might consider the problem from a community basis, and not from an area approach.

Frontier Broadcasting Co., KFBC-TV Cheyenne, agreed with the FCC and cited what it called "destructive competition" from translators.

The Committee for Competitive Tv sided with opponents and said it preferred a study of each case. It also asked for retention of the current 10 w output rule for translators.

WCLE Future Much in Doubt As Court, Commission Ponder

THE future operation of WCLE Cleveland, Tenn., is very much in doubt this week following two actions last Wednesday and Thursday by the U. S. Court of Appeals in Washington and a Thursday decision (announced Friday) by the FCC.

On an economic injury protest lodged by WBAC Cleveland, the court on Wednesday stayed the FCC grant to WCLE. Some 24 hours later the court stayed the effectiveness of its first action pending a decision on WCLE's request, filed Thursday morning, for a rehearing of the original stay order.

The Commission, in the interim, had ordered WCLE's program authority revoked, effective Friday midnight. However, the Commission said any action the appeals court might take would have precedence over its [FCC] order. The court's stay of its stay, then, made the Commission's action moot and gave WCLE authority to continue operating until action is taken on the station's request for reconsideration of the Wednesday stay order.

WCLE requested that the court sit *en banc* (all nine judges) to hear argument for reconsideration. The Wednesday stay order —argued a fortnight ago [B•T, June 3]— was by a 2-1 decision. Chief Judge Henry W. Edgerton and Judge David L. Bazelon voted for the stay, while Judge John A. Danaher dissented.

In reaffirming its grant to WCLE the Commission last March 22 ruled by a 5-2 vote that it did not have the authority to consider economic protests [B•T, March 25]. The court is expected to rule this week on WCLE's petition for reconsideration, and if the decision is favorable to WBAC, WCLE will be forced off the air pending final determination of the case.

WIS-TV Asks Power-Antenna Boost

WIS-TV Columbia, S. C. last week asked the FCC to permit it to build a 1,518 foot tower and hike its power from 269 kw to the 316 maximum. If approved, the structure would be the tallest east of the Mississippi and enable the station to double its class A area and add 8,500 square miles to its total coverage, according to station officials. The cost of the improvements is estimated at $500,000.

Appeals Court Hears Arguments On XETV-ABC-TV Affiliation

THE question of whether ABC-TV should be permitted to affiliate with XETV (TV) Tijuana, Mexico, was argued before the Court of Appeals in Washington last week.

In seeking to have set aside the FCC's approval of the affiliation, KFMB-TV San Diego argued the Commission erred in stating the XETV-ABC affiliation would cause greater competition among the networks and thus be in the public interest. The appellant also stated an FCC hearing examiner ordered it to present certain documents one week before the hearing, which KFMB-TV was unable to do.

The FCC refused to look into the ownership and operation of XETV and take into consideration the fact that Commission does not regulate the Mexican station, KFMB-TV claimed. KFMB-TV also questioned ABC's actions in furnishing the station kinescope programming while the case was before a hearing examiner.

ABC and the FCC argued that KFMB-TV was given a full and complete hearing and that evidence in the record sustained the Commission grant. The network claimed it is in the public interest to provide live programming of all three networks to the San Diego area and that many network programs lose their impact if they are not carried live.

The FCC first approved the ABC-XETV affiliation without a hearing. KFMB-TV and the second San Diego station, KFSD-TV, protested the Commission's action and the grant was stayed and set for hearing. The affiliation was reaffirmed last October and it is this action which KFMB-TV is appealing in the court.

Sitting for the argument were Circuit Judges David L. Bazelon, Walter M. Bastian and George T. Washington.

Pittsburgh Uhf-Vhf Competition Too Much for WENS (TV) There

A FOURTH vhf for Pittsburgh will be sought next week by WENS (TV) Pittsburgh, a uhf outlet on ch. 16, which last week claimed that its attempt to survive in a predominantly vhf market is economically impossible.

WENS, which has been an intervenor in long standing five-applicant hearing over who should get ch. 4, used the latest procedural hearing on that issue as a vehicle to announce plans for the Pittsburgh market which would put an end to "intermixture" there. It proposed that WSTV-TV Steubenville, Ohio, give up ch. 9 and give it to WENS in exchange for the latter's ch. 16.

And if that is unacceptable to the FCC, WENS would like to move ch. 6 from WJAC-TV Johnstown, Pa., to Pittsburgh, replacing it with ch. 8, now used by WGAL-TV Lancaster, Pa., which then would be assigned a uhf frequency. The plan had a further chain reaction involving Erie, Pa., and Cleveland.

These new suggestions for the Pittsburgh market were not directly pertinent to the hearing where they were voiced. That proceeding involved the five applicants seeking ch. 4, and includes WCAE Wilkinsburg, favored in a modified initial decision; Television City, McKeesport; Irwin Community Television Co. and Wespen Television Inc., both Irwin; and Matta Enterprises, Braddock.

Roto-Broil Signs Consent Order Prohibiting FTC-Contested Ads

THE Roto-Broil Corp. of America, Long Island City, N. Y., has signed a Federal Trade Commission consent order prohibiting the manufacturer from misrepresenting the regular price of its electric broiler-rotisseries and savings afforded by sale prices.

The FTC approved the order, adopting a hearing examiner's initial decision, which followed the complaint issued Oct. 31, 1956. The FTC complaint alleged that so-called regular prices were higher than true prices and that free gifts were not free because a charge was included in the price of the appliance. Albert and Leon Klinghoffer, officers of the firm are named in the order, which does not constitute an admission they violated the law.

FCC Approves Four Sales

FCC last week approved the following station sales:

The Barrington Co. of Kentucky bought WKYB-AM-FM Paducah, Ky., from WKYB Inc. for $150,000. Aubrey D. Reid, owner of WEW St. Louis, Mo., is president of Barrington.

Pelican Broadcasting Co. bought KLFY Lafayette, La., from Camillia Broadcasting Co. for $140,000. Pelican owners Howard T. Tellespen 50%, and Wright Morrow 22.5%, are stockholders in KTRK-TV Houston, Tex.

Concord-Kannapolis Broadcasting Co. bought WEGO Concord, N. C., from Cabarrus Broadcasting Co. for $102,000. Concord principal stockholder is Central Broadcasting Co., licensee of WCGC Belmont, N. C.

Ron Litteral Enterprises Inc. bought KGKB Tyler, Tex., from Lucille Ross Lansing for $150,000. Ron Litteral is sole owner of the company.

FCC Takes Allocation Actions

THE FCC took the following allocations actions last week:

- Added ch. 12 to Farmington, N. M., and ch. 10 to Presque Isle, Me.
- Invited comments by July 3 to proposed rulemaking to substitute ch. 15 for ch. 41 in Florence, Ala., by changing channels in Gadsden, Ala., from 15 to 37; in Corinth, Miss., from 29 to 41; and in Grenada, Miss., from 15 to 44.
- Invited comments by July 3 to further proposed rulemaking to assign ch. 2 to Portland, Ore. This conflicts with outstanding rule making proposals to assign ch. 2 to Longview, Wash., or to Vancouver, Wash.
- Denied a petition to move ch. 5 (KNAC-TV) from Fort Smith to Fayette, Ark., and to substitute ch. 39 for KNAC-TV's ch. 5.

we deliver 1000 like this* for 31c

*and her family

Much prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ
Newark, New Jersey

Radio Station of the Newark Evening News

COMMUNITY OPERATORS SEE GOLD IN BRINGING MOVIES TO TV HOMES

- **Shapp would charge on monthly basis; Leserman, per program**
- **Everybody wonders what position AT&T will take in picture**

THE great debate on wired toll tv had its opening last Wednesday at a convention of community television operators in Pittsburgh —and when the curtain came down the question resolved itself to this:

Will the American public pay for movies in the home on a bulk basis or on a per-program basis?

There was no disagreement that subscription tv would be successful.

Nor was there a significant controversy over whether pay tv should be transmitted to homes via wire or off-the-air.

The debate was between Milton Shapp, Jerrold Electronics Corp., Philadelphia, major maker of community antenna equipment, and Carl Leserman, International Telemeter Corp. They appeared before more than 300 community television system operators in convention in Pittsburgh.

The antenna people, foreseeing a bonanza, hung on every word. Not only at the Wednesday afternoon forensic meeting but in continuous corridor buzz sessions and hotel suite harangues, the subject of what has come to be called cable theatre or telemovies was uppermost in attendees' minds.

The convention was the sixth of the National Community Television Assn., comprising representatives of more than 500 cable systems which pick up television signals from nearby big cities and deliver them via coaxial cable to subscribers.

There was only one disquieting thought among the cable operators: What is AT&T's position in the potentially golden shower of furnishing facilities for wired subscription tv operations?

Would Bell companies step in and take over the job of serving what may turn out to be a stream of first run and rerun motion pictures to millions of stay-at-home cinema watchers? What would AT&T do where there were existing cable systems—some of them serving more than 50% of the homes in their communities? Would telephone companies duplicate facilities? Or would they purchase existing cable lines?

The consensus of those worrying about the last eventuality was that AT&T would buy out existing plants at a fair price.

The general view among community system operators was that they are in the best position to offer transmission facilities to those who are going to purvey motion pictures (and other "special" events, like sports) over wire to homes.

Some antenna owners envision a "marriage" with local theatrical exhibitors, with a financial interest in both exhibition and cable companies.

A number of antenna owners have already begun discussions with exhibitor circuits. All thus far have been preliminary, with all eyes on Bartlesville, Okla., where the first cable theatre operation is scheduled to start late this summer (see page 82).

Bell companies have already made it known that they are interested in offering wire lines for the purpose of carrying motion pictures to home viewers [B•T, June 3]. In Bartlesville, Southwestern Bell is having the lines built for the Video Independent Theatres project there. And Pacific Tel. & Tel. has acknowledged that it is prepared to furnish wire lines for closed circuit pay tv coverage of major league ball games if, as and when major league teams (Brooklyn Dodgers, New York Giants) are moved to the Pacific Coast.

There was agreement between Mr. Shapp and Mr. Leserman that the Bartlesville experiment has only one purpose: Will the public pay more to watch movies at home than it does at the box office under the marquee of a conventional or drive-in movie house?

They also agreed that the answer both to the question of payment and of cable subscription tv would be settled in the market place.

They even were near unanimity on the sticky question of off-the-air pay tv vs. cable theatre. Mr. Shapp strongly advocated wire tv; Mr. Leserman, although ITC is one of the advocates of pay tv over broadcast frequencies, stated either way was acceptable.

In fact, Mr. Leserman announced that ITC would hold a demonstration of the ITC subscription tv system in New York next month—on a cable basis.

Basis of ITC's pay tv system is the use of a coin-box to collect payment for watching first run movies or other special programs.

Other advocates of pay tv (whose major emphasis has been on broadcast subscription tv) are Skiatron Electronics & Tv Corp. and Zenith Radio Co. Skiatron's system proposes the use of an IBM punch card method of payment; Zenith also has a punch card device for payment, although it originally proposed using a telephone line for decoding and for billing.

In toll tv aircasting, each of the three proponents has suggested individual methods of scrambling the signal so it will not be recognizable to nonpayers. Payment methods would decode the garbled transmissions.

Mr. Shapp vigorously defended the use of wire as the sole method for transmitting pay tv programs. He declared that pay tv over the air would fail.

There was a dispute about the cooperation of film producers. Mr. Shapp said all but one Hollywood studio have consented to submit feature film product for the Bartlesville project; Mr. Leserman questioned this "whole-hearted" cooperation.

The basic dissent between Mr. Shapp and Mr. Leserman was whether a monthly charge for a complete package of films and other services (sports, music, news, etc.) was better than a per-program charge.

Mr. Shapp declared stoutly for a monthly charge. A per-picture charge, where the audience has to watch what it pays for, makes for a captive audience, he held. A package charge frees the watcher for any worthy program being submitted for his entertainment, he maintained.

The monthly charge is also more economic, the Philadelphia manufacturer asserted. The closed circuit tv operation is a flat fee industry, he noted.

If Bartlesville is successful, Mr. Shapp said, there would be hundreds and perhaps thousands of closed circuit wire cable theatres—in communities ranging from 10,000 population to 40,000 population. The results of the Bartlesville project will be known in about six months, he estimated, and if proved out similar systems will be in operation within 12-18 months.

Mr. Leserman told his audience of ITC's experimental pay tv operation, over wire lines, in Palm Springs, Calif., four years ago. This was done over an ITC-owned community tv system, using 275 coin-box devices at a charge of $22.50 per installation. The community antenna installation charge is $150, plus $7 per month for service. Film prices ranged from 85 cents to $1.25, and the average family spent $8 per month during the seven months the experiment ran, Mr. Leserman explained. Therefore, Mr. Leserman pointed out, ITC's pay tv experience was initially gained from wire operations.

The experience of the motion picture industry, Mr. Leserman emphasized, is that each picture must be paid for individually. This is not only important for the consumer, he declared, but the producer must receive full income for his picture.

At one point, Mr. Leserman implied that the monthly payment plan might be considered retail block booking—outlawed by the Supreme Court for distributors in the 1940's.

A key concern of NCTA members was the reported policy of AT&T companies of refusing in recent months pole rights for new or expanding community systems. It was understood that in several recent instances hitherto cooperative Bell companies have refused to lease poles to community systems.

COMMUNITY COMPATIBILITY

AFFINITY of television broadcasters and community tv operators was apparent at the sixth annual convention of the National Assn. of Community Tv Assn. in Pittsburgh last week.

Cable owners heard words of warmth from Robert M. Pryor, WCAU-TV Philadelphia public relations vice president; J. Jerome Reeves, KDKA-TV Pittsburgh general manager; and James G. Rogers, KFSD-TV San Diego (who is an associate of Fox-Wells Company which owns community tv systems in Clarksburg, Bluefield and Fairmont, W. Va., and Muscle Shoals, Ala.).

They also heard Warren E. Baker, general counsel, FCC.

Mr. Pryor called for mutual cooperation between tv broadcasters and antenna owners. He said community systems had added 43,000 homes to the WCAU-TV coverage area.

Mr. Reeves listed current programming

Got a Blind Spot?

OKLAHOMA CITY WATCHES **3** STATIONS

5 KGEO-TV

OKLAHOMA CITY • ENID
100,000 WATTS • 1356 FT. TOWER
BASIC ABC NETWORK

REPRESENTED BY **BLAIR** *Television* **ASSOCIATES** INC.

trends in tv, including the increase in the use of feature films and in live video; the high attraction of local home service programs and family type programs.

Mr. Rogers noted that community systems serve 700,000 homes, with gross revenues amounting to between $20 million and $25 million yearly.

He viewed the future of cable systems optimistically. He said he did not see a great increase in tv stations, satellites, boosters or translators which would threaten antenna service. The community systems have values in directions other than in antenna systems, Mr. Rogers stated. Among these are such developments as cable theatre, education, high fidelity (Trans-Video of Pottsville, Pa., is adding an fm service to its system, picking up and feeding to subscribers more than 20 fm stations in surrounding areas). In five years, Mr. Rogers observed the investment value of community systems will have doubled.

The dangers of state public utility regulation was cited by E. Stratford Smith, general counsel of NCTA. The attacks have been successfully stopped in California, Montana and West Virginia, Mr. Smith said, and a primary test case is scheduled to get underway in Wyoming. He also discussed the threat of a copyright infringement suit (by Screen Gems), and the still pending complaints at the FCC (by a group of western telecasters and by Ed Craney, Montana broadcaster).

BARTLESVILLE GOAL: 3,000 SETS

THE GOAL of Video Independent Theatres Co. in its widely-watched cable theatre Telemovies project in Bartlesville [B•T, Feb. 18, May 20, June 3] is at least 3,000 subscribers to the $9.50 per month, five-channel service out of an estimated 7,800 homes which will be within reach of the 38 miles of coaxial cable now being strung through the streets of the high income ($6,000 per year per capita), Oklahoma oil center. Target date is August 1.

If the Bartlesville project clicks, the same operation immediately will be instituted in some 30-odd communities in which Video Independent has theatres.

This is the intent of Video Independent, according to Larry Boggs, 35-year-old, ex-Air Force pilot, who is tv chief of the theatre chain and president of its community television subsidiary Vumore Co.

Vumore owns and operates antenna systems in Ardmore, Hobart, Okla., and in Wellington and Childress, Tex. A cable company is due to begin operating in Altus, Okla., in July, and another in Hugo, Okla., is under construction.

Video Independent, successor to the Griffith Consolidated chain, also owns 12.5% of KWTV (TV) Oklahoma City, and holds permits for ch. 9 KSPS (TV) Hot Springs, Ark., and ch. 2 KVIT (TV) Santa Fe, N. M. At one time Video held vhf grants for Lubbock and Midland, Tex., but surrendered them. It also was an applicant for tv outlets in Clovis, N. M.; Elk City, Okla., and Sioux Falls, S. D., but withdrew when local interests also applied.

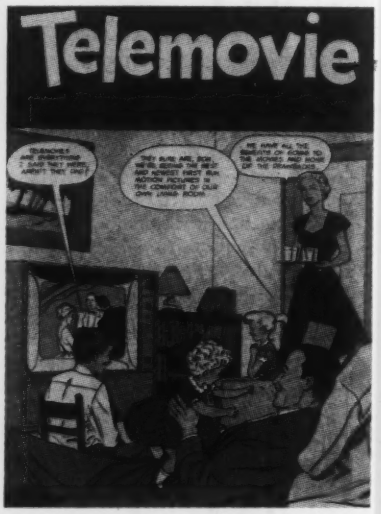
The chain's theatre operations include 230 movie houses, including 80 drive-ins, in Oklahoma, Texas and New Mexico.

Video already has non-exclusive, municipal franchises to string wire for its Telemovies operations in Oklahoma City, Tulsa, Enid, Ponca City, Ada, Norman, Guthrie, El Reno, Clinton, Stillwater and Miami, all Okla.; Midland, Odessa, Big Springs, Lubbock, Pampa and Borger, all Tex., and Albuquerque, N. M.

Video's move into other cities with its entertainment package will take place about six months after the opening of the Bartlesville experiment, Mr. Boggs told B•T last week. "We will know by then whether we are on the right track," he said.

The philosophy of Video, as expressed by Mr. Boggs, is this: Motion picture exhibition is our business. We are not getting the older (over 35) people into our theatres. Living today is more home-centered (there are air conditioners, home freezers, supermarkets in suburbs, traffic jams, parking problems, and tv to keep people at home). We have the young people and dating couples. We need the older group. Well, if they are going to stay at home, we are

COMIC BOOK 'SELL' IN BARTLESVILLE



THIS IS THE BEST PICTURE I'VE SEEN IN YEARS.
THIS IS REAL ENTERTAINMENT. IT'S THE PERFECT BLENDING OF TELEVISION AND MOTION PICTURES.
WE SAW A BRAND NEW FULL LENGTH MOVIE WITHOUT ONE INTERRUPTION FOR A COMMERCIAL. THAT'S SOMETHING.
OFF WITH YOU NOW. TOMORROW'S A SCHOOL DAY.
WE TOOK THE WHOLE FAMILY TO A FIRST RATE SHOW. WE DIDN'T HAVE TO PAY FOR PARKING OR BABY-SITTERS. IT COSTS A FRACTION OF WHAT IT WOULD TO GO TO A THEATRE. AND WE GET THE KIDS TO BED AT A REASONABLE HOUR.
I'M DELIGHTED I THOUGHT OF TAKING TELEMOVIES. IT HAS ALL OF THE BENEFITS OF SEEING FINE MOTION PICTURES WITHOUT ANY OF THE DRAWBACKS OF THE THEATRE ... AND NO COMMERCIALS!

COMICS are going to be used widely in selling the wired toll tv projects in Bartlesville, Okla. But, they will be only one of a dozen different media to promote Telemovies among the 20,000 people of the northeastern Oklahoma area. Promotion includes newspaper ads (full, half and quarter page), radio spots, billboards, direct mail brochures, strips for automobile bumpers, and even a telephone answering service. The amount budgeted for this effort was not available.

FOR TIME BUYERS *too smart* **not** *to participate*

STAR PERFORMANCE

MON.-FRI. 10:00 AM.

Powell, Lupino, Boyer and Niven

AMOS 'N ANDY

MON.-FRI. 11:00 AM.

Popularity tested 27 years

COFFEE BREAK

MON.-FRI. 11:30 AM.

Choice films...Wide variety ...Big Audience

MID-DAY MATINEE

MON.-FRI. 1:00 PM.

Love stories...Westerns...Mysteries

OPERATION SWINGSHIFT

SUN.-SAT. 11:30 PM.

Best full-length movies available

Get Low Cost per 1000 from...

PETERS, GRIFFIN, WOODWARD, INC.

To Sell Now...

BUY PARTICIPATIONS NOW!

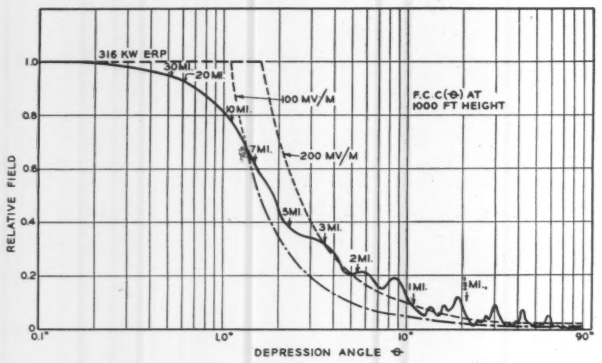
WGR-TV

THE NATION'S 14th LARGEST MARKET

CHANNEL 2 BUFFALO

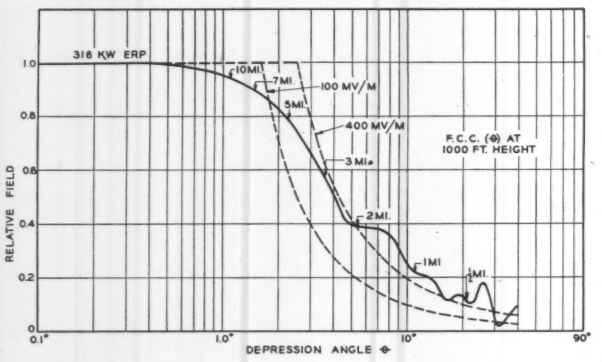
SPECIAL BONUS: 640,000 TV sets in nearby Canada

New "Traveling



CHANNEL 10

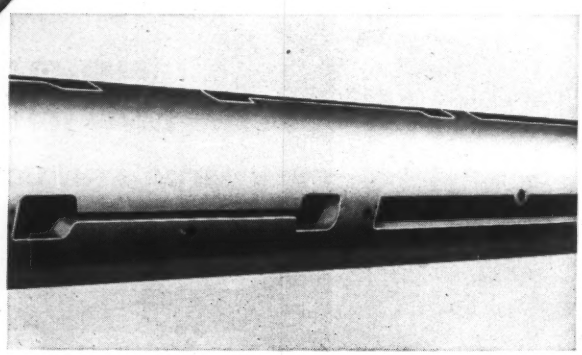
GAIN OF 18 ANTENNA PATTERN
(CALCULATED)



CHANNEL 7

GAIN OF 8 ANTENNA PATTERN
(MEASURED)

**FOR HIGH-BAND
VHF OMNIDIRECTIONAL
SERVICE**



CLOSE-UP OF ANTENNA SHOWING
UNIQUE SLOT RADIATOR DESIGN

RCA Tmk(s) ®

RADIO

Wave" Antenna

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy . . . for High Power TV Applications

Here is a VHF high-band antenna that has an inherently low VSWR and produces better patterns. A new design, based on slot radiators, results in improved circularity. This new antenna also features low wind resistance and better weather protection.

INHERENTLY LOW VSWR

The traveling-wave nature of the feed results in a low VSWR along the antenna. This characteristic inherently gives the antenna a good input VSWR without any compensating or matching devices. The input tee has been broad-banded to provide a smooth transition from the transmission line to the antenna.

ALMOST IDEAL VERTICAL PATTERN

A vertical pattern is obtained which is an extremely smooth null-less pattern—see accompanying patterns. This provides the service area at most locations with a uniformly high field strength. Gains from approx. 6 to 20 at VHF high band can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an over-all pattern with improved circularity. In addition, there are no external elements in the field. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE AND WEATHER PROTECTION

The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage. The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without having to rely on any insulator type of support to carry the dead weight. The pole is designed for tower mounting with a buried section extending into the tower. The pole socket carries the dead weight of the antenna. Polyethylene slot covers are fastened to the pole over every slot.

SIMPLIFIED FEED SYSTEM

The feed system is completely inside the antenna, hence any effects on the pattern have been eliminated. The feed system is a simplified one consisting of a large coax line and coupling probes.

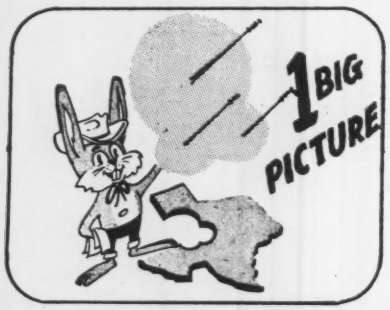
The RCA "Traveling Wave" Antenna can provide you with the answer to your need for a VHF High Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications. Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. In Canada: RCA VICTOR Company Limited, Montreal.

CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT · Camden, N. J.

BASIC TV IN TEXAS

THE KDUB STATIONS' MARKET RANKS FOURTH IN POPULATION, RETAIL SALES BUYING POWER AND SET COUNT!



THIS MICRO-WAVE NETWORK PROVIDES A SIMULTANEOUS PICTURE OVER AN AREA EQUAL IN SIZE TO THE STATE OF OHIO, MAINE OR PENNSYLVANIA!

STATION	POPULATION	FAMILIES
KDUB-TV	645,100	180,400
KPAR-TV	274,400	79,400
KEDY-TV	272,800	78,700
TOTAL	1,192,300	338,500

BIG...even for Texas!

YOUR BRANHAM MAN HAS THE DETAILS

KDUB-TV
LUBBOCK, TEXAS

KPAR-TV
ABILENE-SWEETWATER, TEXAS

KEDY-TV
BIG SPRING, TEXAS

going to have to bring our product to them. It's as simple as that.

Mr. Boggs expressed his personal belief that Video Independent was on the right track. He referred to a U. of Oklahoma survey in Bartlesville, which indicated that the $9.50 per month is three to three-and-one-half times what Bartlesville families now spend on movie-going.

Initially the Bartlesville operation will be a continuous program service comprising: (1) first run features; (2) reruns of feature films, and (3) a music-news-weather-time program. To be added later is a background music service and a live video service.

The first-run service will be operated exactly like a theatre policy, Mr. Boggs stated. There will be three changes a week (Sun.-Mon.-Tue.; Wed.-Thur.; Fri.-Sat.). Reruns will be offered on a staggered basis so the opportunity to see a desired film will be widespread. The music-news-weather-time program will use tapes, recordings, a "TelePrompTer type" news chart. The daily programs will begin at noon and run until 11 p.m.

There will be no commercials on the film services, Mr. Boggs declared categorically. There will be advertising on the third program and, when it is inaugurated, on the fifth, live video service.

The movie chain has taken its 800-seat, 20-year-old downtown Lyric Theatre — which was remodeled only last year—and is turning it into a film origination center for the Telemovies operation.

It is spending $90,000 on this work, including equipment due July 15 from General Precision Labs. The equipment will include two 35mm film camera chains, a spare film camera, and one Vidicon field-camera.

GPL has worked out a system for presenting Cinemascope and other large screen picture methods on the tv screen in standard 4:3 aspect ratio without distortion, Mr. Boggs said.

The Lyric use will still leave Video with two conventional and two drive-ins in the Bartlesville area.

The choice of Bartlesville was dictated by two considerations: People have choice of three tv services (Tulsa-Muskogee), have only one theatre chain in the community (Video owns all movie houses).

The present Video Independent chain was formed in 1950 when the interests of the Griffith family were purchased by a group headed by the then chain's general counsel, Henry S. Griffin. Vumore was established in 1952 to provide community tv service in Ardmore.

Mr. Boggs, a U. of Oklahoma engineering graduate, was a commercial pilot and during World War II served in the Air Transport Command, flying the Miami, Fla.-Karachi, Pakistan 30° parallel course. After war service he joined Griffith Consolidated and by 1952 was manager of Video's four conventional and two drive-ins in Ardmore.

The Messrs. Griffin and Boggs saw all major producer executives in New York in November 1956. All agreed to cooperate in the projected Bartlesville operation, Mr. Boggs declared (although one executive has died and there is a question whether this distributor will feel bound).

In the initial stages, Mr. Boggs said, separate prints will be required for the wired pay tv project. There may come a time, Mr. Boggs suggested, when projection in movie houses and to homes may be simulcast.

The cables, repeaters, amplifiers, and other distributive gear will amount to a $150,000 plant, Mr. Boggs explained. The city is being wired by Vumore under contract to Southwestern Bell. The fee is cost plus 10%, it was explained. Vumore is leasing cable from Southwestern Bell for $1,000 per year per mile, on a five-year term. Drop-offs from the trunk cable to individual subscribers will be handled by Vumore itself, at an estimated cost of $25 per drop-off. There will be no installation charge to the customer, Mr. Boggs emphasized, and neither will there be any term to the $9.50 monthly charge.

Subscribers will be provided with a switch on the rear of their tv sets. One position will permit off-air pickups from Tulsa video stations; second position will be for cable pickups.

Examiner Favors Collier Over AT&T to Build Relay

COLLIER ELECTRIC Co. was favored over American Telephone & Telegraph Co. last week by an FCC examiner for a construction permit to build a point-to-point tv microwave relay system to feed three community antenna systems. Hearing Examiner Jay A. Kyle issued the initial decision recommending a grant to Collier to relay off-the-air signals of the three Denver stations to Sterling, Colo., and Sidney and Kimball, Neb.

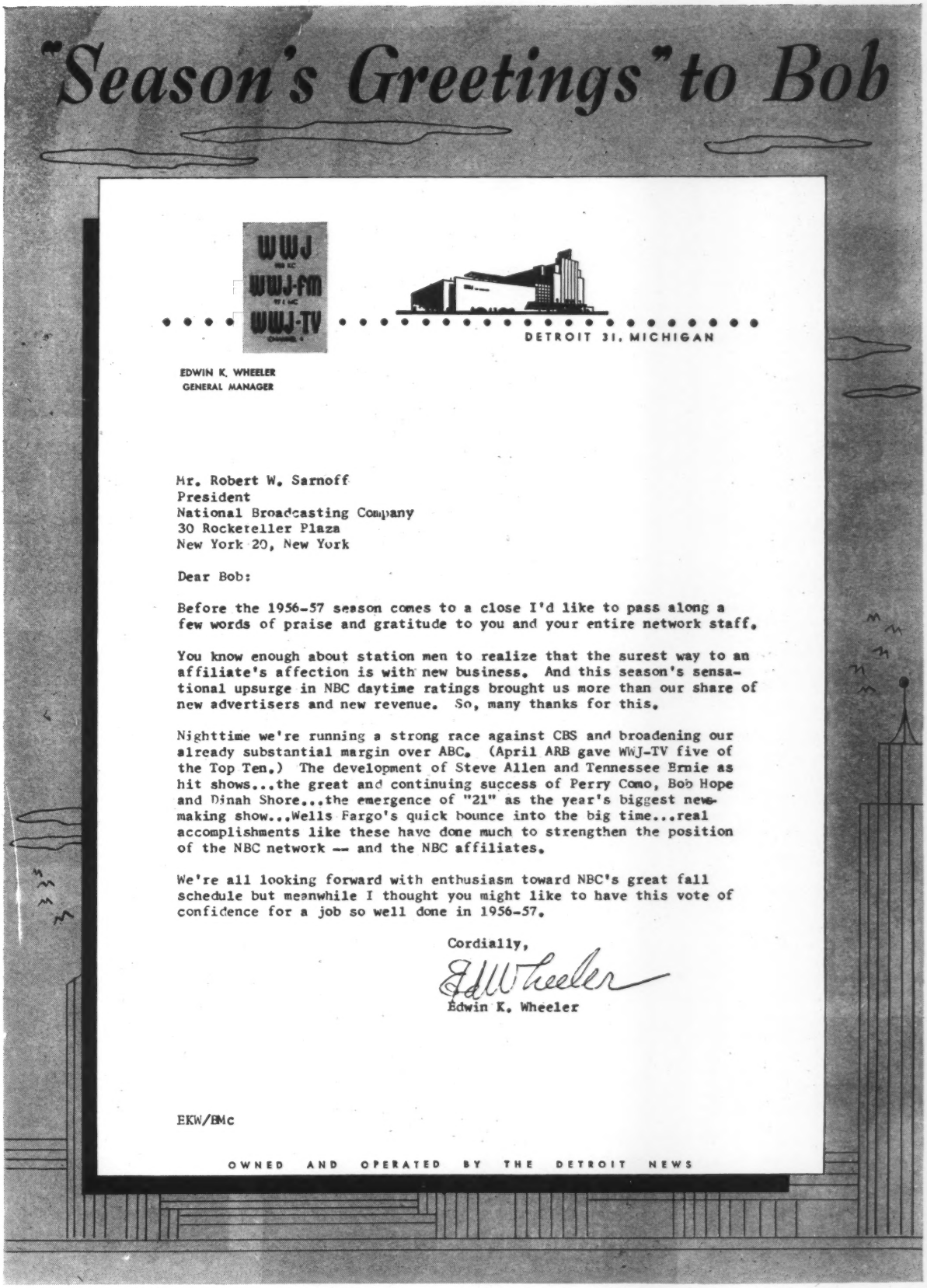
Collier's proposed service will pick the signals off-the-air at Fort Morgan, Colo., and terminate at Kimball, with drop-out facilities in Sterling and Sidney.

Collier owns and operates community antenna systems in Sterling and Sidney. Sidney, population 9,500, has 1,050 subscribers to Collier's antenna system. Sterling, population 12,000, claims 2,100 subscribers. Sterling is 125 miles northeast of Denver and Sidney and Kimball are in neighboring southwestern Nebraska. William H. Harrison has applied to the city council of Kimball for a franchise to operate a community antenna system in that city. Mr. Harrison claims there are 800 to 1,200 potential subscribers in the city of 6,000.

Mr. Harrison is negotiating with Collier to furnish microwave service for his antenna system in Kimball. This would provide Collier with three customers for its proposed service.

AT&T, which planned use of Collier's facilities and the same sites, was found to have no agreement with Collier for the use of these facilities. The decision stated that at the time of the hearing the AT&T had neither existing nor proposed customers in any of the three cities. Collier's charges for the three proposed users will be $5,175 per month, AT&T's were noted at $5,530, with a contingent termination charge of $86,750 for less than three years service.

"Season's Greetings" to Bob



WWJ
WWJ-FM
WWJ-TV

DETROIT 31, MICHIGAN

EDWIN K. WHEELER
GENERAL MANAGER

Mr. Robert W. Sarnoff
President
National Broadcasting Company
30 Rockefeller Plaza
New York 20, New York

Dear Bob:

Before the 1956-57 season comes to a close I'd like to pass along a few words of praise and gratitude to you and your entire network staff.

You know enough about station men to realize that the surest way to an affiliate's affection is with new business. And this season's sensational upsurge in NBC daytime ratings brought us more than our share of new advertisers and new revenue. So, many thanks for this.

Nighttime we're running a strong race against CBS and broadening our already substantial margin over ABC. (April ARB gave WWJ-TV five of the Top Ten.) The development of Steve Allen and Tennessee Ernie as hit shows...the great and continuing success of Perry Como, Bob Hope and Dinah Shore...the emergence of "21" as the year's biggest news-making show...Wells Fargo's quick bounce into the big time...real accomplishments like these have done much to strengthen the position of the NBC network -- and the NBC affiliates.

We're all looking forward with enthusiasm toward NBC's great fall schedule but meanwhile I thought you might like to have this vote of confidence for a job so well done in 1956-57.

Cordially,

Edwin K. Wheeler

Edwin K. Wheeler

EKW/BMc

OWNED AND OPERATED BY THE DETROIT NEWS

...an impressive documentary-in-sound — so impressive, in fact, that CBS rushed to rebroadcast this week the suspenseful full-hour reconstruction of how Columbia Lecturer Jesus de Galindez, a Basque, was kidnaped from Manhattan...

TIME MAGAZINE

...a fascinating and, at times, terrifying documentary...radio journalism of uncommon merit.

HARRIET VAN HORNE, N. Y. WORLD TELEGRAM & SUN

EXCITING AS AN ALFRED HITCHCOCK MOVIE... RADIO AT ITS BEST...

WEST VIRGINIAN

An expertly assembled radio documentary... an intriguing hour of radio...

J. P. S., NEW YORK TIMES

!

...a remarkable documentary...

DICK PLEINER, N. Y. WORLD TELEGRAM & SUN

...a tightly knit program chock full of information with the overall impact of a sledgehammer...the network deserves immense credit for laying out the entire story in all its details and with all its "it can happen here" impact.

CHAN., VARIETY

...excellent CBS Radio documentary...

BERNIE HARRISON, WASHINGTON, D.C., EVENING STAR

CBS RADIO REPEATS "THE GALINDEZ-MURPHY CASE"...IN RESPONSE TO NUMEROUS REQUESTS FROM LISTENERS...

TED NELSON, BROOKLYN DAILY

...A RADIO EVENT THAT SHOULD TAKE VIEWERS AWAY FROM TV SETS...

MARIE TORRE, N. Y. HERALD TRIBUNE

...admirable depth...

STURGIS HEDRICK, BUFFALO NEWS

...A distinguished piece of journalism, the finest radio program of its kind in years.

WALTER HAWLEY, ALBANY, N. Y., KNICKERBOCKER NEWS

...A ROUNDED ACCOUNT OF A STORY THAT HAS HITHERTO BEEN TOLD ONLY PIECEMEAL...SUCCEEDED ADMIRABLY...

NEW YORK POST

...BOMBSHELL...

WALTER WINCHELL

...CBS Radio presented a dramatic combination of evidence that built an even stronger case.

NEW YORK TIMES

...a documentary of incisive interest ...demonstrated the unique ability of radio to present timely provocative content. Its total impact provided an arresting broadcast.

SID SHALIT, N. Y. DAILY NEWS

...RESOUNDING HIT...

SID SHALIT, N. Y. DAILY NEWS

★★★★

"By popular demand" is a loosely used term in broadcasting, but it actually applies to the rebroadcast of Ed Murrow's one-hour CBS Radio documentary.

MARIE TORRE, N. Y. HERALD TRIBUNE

...devastating...

NEW YORK POST

...PROVED ONCE AGAIN THAT RADIO HAS AN UNMATCHED IMMEDIACY, A CAPABILITY OF TRANSMITTING THE DRAMATIC UNADORNED BY FRILLS AND HOKUM...

BROADCASTING • TELECASTING

...brilliant documentary broadcast...Few listeners will forget that voice of Murphy's fiancee, Sally Caire...

WASHINGTON POST

"If you are in network radio, and you should be, there's only one place for real influence. CBS Radio Network"

WOMEN'S CLUBS AND PAY TV:

ARE THEY FOR IT OR AGAINST IT?

WHEN 3,000 delegates to the General Federation of Women's Clubs national convention assembled in Asheville, N. C., last week, they had before them a resolution opposing pay tv service. Whether or not they passed such a resolution remained a moot point when the voting was over, depending apparently on how you look at it.

Proponents of subscription tv, notably Zenith, think the GFWC backed down on its original resolution in substituting one which does not mention pay tv at all. Opponents, notably CBS, say it makes the women's position against pay tv even stronger. Both their positions revolve about the following paragraphs.

The original resolution:

"WHEREAS the General Federation of Women's Clubs declares its support of free as opposed to pay tv service and expresses its conviction that no charge direct or indirect from any source whatever should be imposed on the general public for the privilege of viewing tv programs on sets limited in the home, therefore, resolved, that [the GFWC] urges inaction of legislation by the Congress of the United States which will declare unlawful the transmission of programs in such a manner as to restrict within the home the viewing thereof to those sets only upon which a charge of some kind is made."

The substituted, and subsequently passed, resolution:

"WHEREAS the consideration of the best interests of the greatest number of people has always been of paramount importance to [the GFWC] and whereas tv vitally affects the interests of all the general public, therefore, resolved, that [the GFWC] urges the Congress of the United States and/or governmental agencies when evaluating and licensing any development in the use of tv to keep in the forefront of their thinking the necessity of assuring a freedom of choice in the selection of programs while at the same time insuring the maintenance of free tv service as it now exists and further improvement of such tv service for all our people."

At least four days of politicking stood between the original and the substitute resolution. A four-strong Zenith party headed by Ted Leitzell, director of public relations, arrived in Asheville on Saturday, June 1. The group included former FCC Comr. Frieda B. Hennock, retained by Zenith attorneys Pierson & Ball, and two of Mr. Leitzell's assistants. CBS was to have been represented at a special Tuesday breakfast session by Vice President Richard Salant, but plane trouble prevented his making it. His prepared text was presented by Murray Martin of Communications Counsellors, which handles CBS public relations.

After the breakfast meeting, at which Miss Hennock declared she had joined the Zenith camp in order to break up the "CBS-NBC-ABC monopoly," the federation's policy committee held an all-day session to redraft the resolution. It was passed by voice vote Wednesday.

After the passage, Mr. Leitzell stated he was "very pleased and not surprised" by the changed measure, saying that the federation had not had all the facts in preparing the original measure. Later, Louis Hausman, vice president in charge of advertising for CBS Radio, took a different stand. Said he:

"The resolution . . . , as amplified by Mrs. Ritchie, chairman of the policy committee [Mrs. Horace B. Ritchie of Athens, Ga.], is a broadening of the position of the GFWC in favor of free television, as we know it today, to all the people. It is a broadening of the original resolution inasmuch as it empowers GFWC members to testify in administrative or legislative hearings in all matters, including pay television, which may threaten or reduce the amount of free television people now receive. As such, I believe it to be a large victory for 40,000,000 television set owners."

Mrs. Samuel J. McCartney, chairman of GFWC's department of communications, echoed Mr. Hausman's position. Said she:

"This is what I have been looking for for one solid year. Until it became policy, through a resolution such as the one passed today, I did not have the authority to speak in the name of the federation in favor of free television, and against pay television. I now have the authority—completely carried out and understood by the president—Mrs. R. I. C. Prout—and the policy committee—to openly fight for free television and against any encroachment upon it. Contrary to the impression which some proposers of pay television have sought to establish, the substitute resolution, as passed, is a strengthening and broadening of the original resolution. This was amply covered by Mrs. Horace B. Ritchie, chairman of the policy committee, who in working out the substitute resolution with the policy committee sought to create one which would stand for many years and be broad enough to insure 'the maintenance of free television service as it now exists for the benefit of all the people against any diminution of service, from any source or from any direction'."

SNI-DODGERS PAY TV TIE-UP SEEN

THERE is a "fourth tv network" that has been operating quietly but efficiently for the past 15 months. Its activities were spotlighted last week when reports circulated that Sports Network Inc. may play a significant role in the Brooklyn Dodgers pay television plans if and when the proposed move of the baseball club to Los Angeles becomes a *fait accompli*.

Since early in 1957, when Richard Bailey resigned as network coordinator for ABC to form SNI, the network has grown to the point that—outside of the three major tv networks—it is the American Telephone & Telegraph Co.'s largest customer for cable facilities, with expenditures of about $2 million a year.

Over the past year, Mr. Bailey has operated Sports Network Inc. with a minimum of promotion and publicity. An indication of the scope of his activity was revealed only when reports circulated about the Brooklyn Dodgers' affinity for pay tv and SNI was mentioned as a possible collaborator. In an interview with B•T last week in New York, Mr. Bailey pointed out that as of now, there are "still too many 'ifs' and 'buts' about the Dodger project," but confirmed he had been approached about supplying production for Dodger pay tv telecasts. He believes no decision will be made on this phase of the much-discussed Dodger gambit until October.

Sports Network Inc. was formed by Mr. Bailey to fulfill a need he says he recognized during his tenure at ABC: the centralization of the varied operations required in the remote telecasts of major league baseball games which had expanded in recent years. He observed that in the past, an advertising agency had to arrange for leasing of cable facilities, hiring of remote crews, clearance of time with stations, hiring of production personnel and other services. Mr. Bailey pointed out that cable costs particularly were high since the various agencies leased them for a short term at sporadic intervals throughout the baseball season.

Under his operation, he explained, he assumes responsibility for the overall arrangements for the telecasts. By pooling the requirements of the numerous agencies involved in remote telecasts, he said, he arranges for long-term leasing of cable facilities for AT&T, resulting in substantial saving. He relieves the agencies, too, of much of the paper work and other services (such as clerical), amounting to about $50,000 a year.

Mr. Bailey's company sets up out-of-town coverage of baseball games on both radio and tv. Of the 16 major league teams, he explained, Sports Network Inc. holds contracts with all clubs except the Kansas City Athletics, Milwaukee Braves, New York Giants, Chicago White Sox and Chicago Cubs, which either do not permit telecasts of any of their games or do not allow their away contests to be shown. This year SNI has a total of about 60 tv stations and about 200 radio stations carrying descriptions of various games, with telecasts and broadcasts fed back to the home and nearby cities via regional networks. Total number of baseball games for which SNI has arranged coverage this season amounts to more than 400 on tv and 1,500 on radio.

Brisk Business Tempo

Last fall and winter, SNI set up a network of 34 tv stations to carry Big Ten basketball games and also arranged a lineup of 50 stations for the Cleveland Browns football games. This year the company has handled arrangements for the Monday night telecasts of boxing matches from St. Nicholas Arena in New York, carried in the general area of the baseball schedule, on 25 stations. The company also has provided

telecasts of wrestling matches from Washington and Baltimore and horse racing from New York and New Jersey tracks.

As with the major tv networks, Mr. Bailey said, SNI bills the advertising agencies representing the sponsors of the programs. He has worked closely on various sports telecasts with such agencies as Gardner Adv. (Anheuser-Busch), BBDO (Schaefer beer and Lucky Strike cigarettes), J. Walter Thompson Co. (Ford dealers), N. W. Ayer (Atlantic Refining), Stockton, West, Burkhart (Hudepohl Brewing), Lang, Fisher & Stashower, and others. He credits Tom Vilante of BBDO and Harry Renfro of D'Arcy Adv. with playing an important role in convincing major league club owners of the soundness of the SNI concept during its formative days.

Mr. Bailey declined to discuss "at this time" a possible working arrangement with Sylvester L. (Pat) Weaver Jr., who has been establishing a so-called "baby" tv network. (A spokesman for Mr. Weaver later confirmed that negotiations currently are in progress on a group of sports programs.) It is believed that such an association would be mutually advantageous, since SNI is operating in the same general area of the East and the Midwest which Mr. Weaver's group plans to serve. It was reported that the association would effect a savings in facilities costs, particularly because Mr. Bailey will require facilities largely in the spring and summer and Mr. Weaver will need them substantially in the fall and winter.

For the future, Mr. Bailey is considering the establishment of a special events service to both radio and tv stations. He believes there is a market for such programming to independent stations and already has had experience in this area: It was Sports Network Inc. that recently arranged for radio coverage of the Beck (Senate) hearings to a group of West Coast stations including KHOL Seattle.

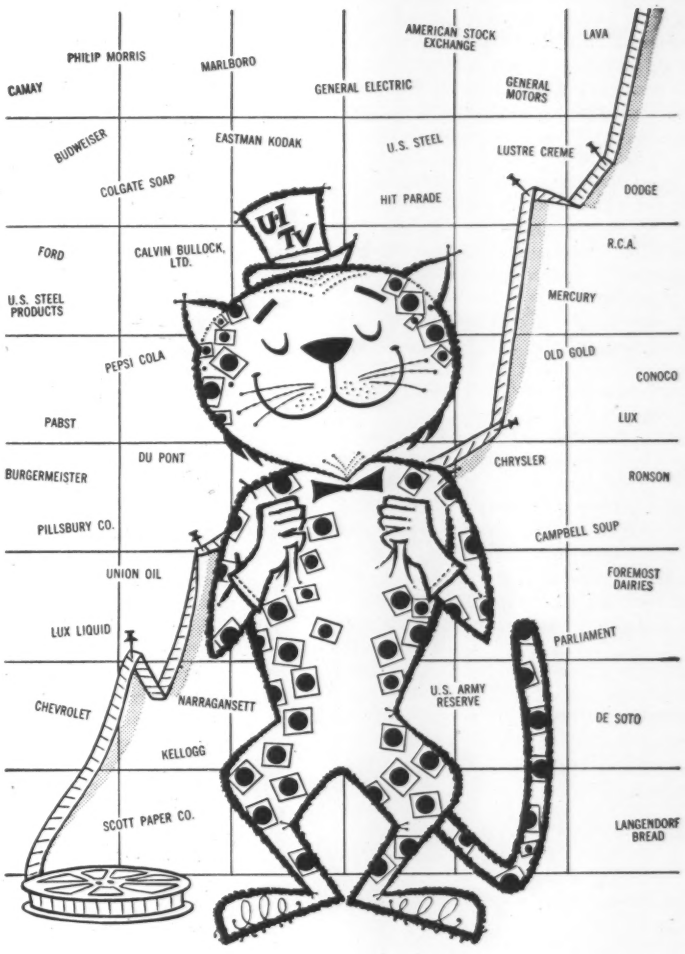
Mr. Bailey was associated with NBC before he went to ABC in 1942. He held various programming and administrative posts at ABC, and as network coordinator became involved in various facets of network operations. This background, he said, has been "mighty valuable since I decided to become a network operator of sorts myself."

ITV Bids $5 Million For Dodgers, Giants Tv

ITV Inc., New York, a closed-circuit tv company, last Wednesday offered to pay the Brooklyn Dodgers and New York Giants $5 million each per year for the rights to telecast their games if the two baseball clubs remain in New York.

Max Kantor, ITV president, said he is interested in buying the rights to the New York Yankee games also for a comparable figure. He told a news conference that a four-man syndicate he would not identify was prepared to back this undertaking.

Under Mr. Kantor's plan, the games would be telecast over closed-circuit by means of coaxial cables installed by the New York Telephone Co. to subscribers in hotels, apart-



Our record is spotty... and we're proud of it!

Sure we're proud! For over 10 years, clients have been telling us we make the best TV commercials in the whole wide world... *they say there's no substitute for experience!*

We take our pride in stride. After all, we do have the facilities of an entire movie-making city behind us—plus a complete staff that's skilled in the *very special* requirements of television.

For high professional quality, for technical excellence and the most on the screen for your dollar, check with Universal-International.

UNIVERSAL PICTURES TELEVISION DEPARTMENT

New York Office—445 Park Avenue
Telephone: PLaza 9-8000

Hollywood Office—Universal Studio, Universal City
George Bole in Charge of Production
Telephone: STanley 7-1211

Write for free illustrated brochure.

U-I TV
FOR THE PROFESSIONAL TOUCH

ment houses and bars and, eventually, private homes. A spokesman for the New York Telephone Co. said that such a system is technically feasible in a city like New York, where miles of such cable already have been laid to service television studios.

Mr. Kantor said he had made the offer to the ball clubs in telegrams sent on Monday to Walter F. O'Malley, president of the Dodgers, and Horace C. Stoneham, president of the Giants. He decided to make the offer public, Mr. Kantor added, because he had received no response from the club presidents.

Mr. Kantor's offer followed reports that both the Giants and the Dodgers have been negotiating with Skiatron Tv Inc., a pay-as-you-see tv company, for the sale of television rights for $2 million each per year. Mr. O'Malley has claimed that his talks with Skiatron have been concerned exclusively with New York telecasts.

Coincidentally with this development, *Look* magazine last week released the results of a nationwide study which indicates that "if the Dodgers and the Giants submit to the lure of toll tv on the West Coast, chances are they will be able to attract very substantial paying audiences." *Look's* conclusion, based on a study conducted by Alfred Politz Research Inc., New York, depended largely on the answer by respondents to a question on paying to watch a World Series on television. According to the study 35.6 million people (27.9%) would be willing to pay 25 cents to watch a World Series game on pay tv; 32.4 million (25.4%) would be willing to pay 50 cents and 25.3 million (19.9%) would be willing to pay $1. When price is not a consideration, the study shows that 53.2 million people (41.7%) would be interested in watching a World Series game on tv.

Others Are Interested

There were reports that the Milwaukee Braves National League baseball club had been approached by toll tv interests in recent weeks for potential rights to Braves telecasts, but Donald Davidson, publicity director, declined comment. He said he had no knowledge of any overtures and that any statement would have to come from the Braves' management, which accompanied the team to New York Thursday.

Ever since the Braves moved from Boston a few years ago, the club's management has pursued a non-tv policy. Permitting only regional radio coverage. Whether the Braves' management is receptive to pay tv is not known.

Meanwhile, in Chicago Philip K. Wrigley, owner of the Cubs, has officially denied he consented to the Brooklyn Dodgers' purchase of the Cubs' Los Angeles franchise so that the way would be paved for the Skiatron overtures. He branded such an assumption as "irresponsible."

Earl Hilligan, press director for the American League in Chicago, said he has no knowledge of any overtures to any of its teams.

The league maintains its own radio-tv department, which would be involved in any discussions if they were held, he said.

L. A. Local 47 Files Transcriptions Suit

THE rebelling Hollywood musicians filed another suit last week against the American Federation of Musicians, asking damages of $2,270,000 and an injunction against the AFM and more than 60 companies engaged in the production of transcriptions of radio shows, jingles and spot announcements for use on both radio and tv. CBS and NBC were among the defendants.

The action is the fourth taken by the Hollywood musicians to challenge the validity of the Music Performance Trust Fund which the complaint maintains requires producers of transcriptions, jingles and spot announcements to make re-use payments to the fund for re-use of a transcription originally produced for one sponsor in connection with the program of another.

Unlike previous actions, this suit seeks money judgments directly against CBS and NBC. Damages claimed against CBS are $80,000, representing payments made in connection with *Gunsmoke* and the Jack Benny show radio programs and $40,000 against NBC for payments made in connection with the *Dragnet* radio show.

It is charged that in violation of existing agreements requiring re-use payments to the performing musicians in these shows CBS and NBC contracted with the AFM to re-use the programs for other sponsors, the re-use payments going into the trust fund.

Complaint was filed in the Los Angeles superior court by attorneys Harold A. Fendler and Daniel A. Weber.

NLRB Examiner Rules IBEW Illegal in WCKT (TV) Picketing

MEMBERS of International Brotherhood of Electrical Workers violated the National Labor Relations Act when they picketed three remote pickup points at which WCKT (TV) Miami, Fla., had arranged broadcasts, a trial examiner of National Labor Relations Board ruled Saturday.

The union's Miami local was ordered to cease picketing activities that occurred Oct. 30, 1956, at the Fontainebleau Hotel, Nov. 16 at the Thunderbird Motel and Jan. 11 at Hialeah race track.

David London, NLRB trial examiner, held the picketing was illegal since the board had not certified the union as representative of WCKT employes. The picketing had induced employes working at the three business places to strike or refuse to work, it was held.

The examiner found that the Hialeah picketing forced cancellation of three telecasts of races on three dates. The U. S. District Court on Jan. 28 enjoined the union from Hialeah picketing. The examiner found the Hialeah work stoppage was due to the concerted activity of union members and not their individual action as claimed by the union.

WCKT and its affiliated radio station, WCKR, took the air last summer. They declined to negotiate formally with IBEW until employes had voted on whether they wanted to join IBEW, join some other union or remain non-union, the examiner held. His report showed that gross revenue of WCKT-WCKR operations exceeded $1 million from Aug. 1 to the time of NLRB's hearing last March 19-20.

Tower Advises: Don't Club Unions While They're Down

MANAGEMENT should not use revelations of corruption in the labor movement "as a club either at the bargaining table or in the halls of the legislature," Charles H. Tower, NARTB employer-employe manager, said Tuesday in a talk to a group of Cleveland broadcasters.

Mr. Tower told the informal session that management "should forego strategic retaliation against unions, concentrating instead on constructive measures which will, through the imposition of procedural control, reduce the possibility of wrongdoing." He said management "has a real stake in stable, democratic unions as well as in honest and intelligent union leadership."

Recent wounds received by the labor movement, partially self-inflicted, will not cause its premature death, he said. Unions taken as a group make up a social institution which "fills a legitimate social and economic need," he said.

As to union responsibility, Mr. Tower cited two broadcasting areas—jurisdictional strife and technological change—that call for more statesmanship and courage on the part of the unions. Jurisdictional disputes which lead to refusal to perform assigned jobs are indefensible, he said, injuring the employer and depriving the public of service. "The time has come for responsible union leadership to take protective steps to eliminate the abuse," he claimed.

Discussing improved technology, which he called "the essence of America's industrial development and cornerstone of our economy of abundance," he predicted an even faster tempo of change in broadcasting in the five years ahead. He added, "Where loss of jobs or rearrangement of assignments is involved, the problems of adjustment are difficult for both management and labor, but the answer lies in cooperative effort to work out a smooth transition, not in a militant campaign of opposition."

Hollywood CBS Office Workers Reject OEIU in NLRB Balloting

CBS office employes in Hollywood, by a vote of 185 to 136, have voted out Local 174 of the Office Employes International Union which had represented them in negotiations with management for the past 10 years. An election was held by National Labor Relations Board in response to a petition signed by more than 30% of the employes asking for the opportunity to withdraw from OEIU the authority to act as bargaining agent for the group any longer.

A merit committee of the CBS white collar workers, headed by Anthony Georgilas, will call a general meeting of all eligible employes to determine what type of representation is desired to replace that previously provided by OEIU, Mr. Georgilas said Tuesday, following the election.

RCA: 'COLOR CARNIVAL' A SUCCESS

- **Officials exude confidence after Milwaukee promotion**
- **Exhaustive color tv drive set to begin in September**

OVERCOMING dealer apathy and not consumer resistance is the biggest problem in making color television set sales, RCA executives related Wednesday in Milwaukee at the close of the five-week "Color Carnival" promotion there.

RCA said its test—which cost "less than $100,000" and sold 500-600 sets to consumers—exploded "myths" that the public is reluctant to buy because of high price, frequent servicing and difficult tuning.

Claiming the Milwaukee promotion was a major merchandising success as well as a sales technique proving ground, RCA said it immediately will begin "interim" promotions in major markets throughout the U. S., using the techniques proved best in Milwaukee. Starting in September, the manufacturer will unleash its most exhaustive color campaign to date on a national scale.

"Come hell or high water, we are going to get color off the ground, no matter what the cost," Robert A. Seidel, RCA executive vice president, consumer products, told newsmen. "In Milwaukee, we got a blank check. We have a management that has confidence in its people."

Martin F. Bennett, RCA vice president, merchandising, said Milwaukee "demonstrated conclusively that the public is ready to buy color now in large volume." He said the five-week test produced these results:

- Sales of color tv sets shot up from an average of 12 a week before the campaign to 106 a week—an increase of 783%.
- Fully 70% of the sales were for the more expensive models, rather than the lowest priced $495 set.
- Home demonstrations resulted in sales in two out of three cases, as compared with an average for the home appliance field of about one out of three.
- More than 85% of the 67 television dealers in the city cooperated "wholeheartedly" in the campaign.

"The Milwaukee test," Mr. Bennett said, "was an overwhelming success, surpassing even our most optimistic hopes. We have every confidence that when merchandising techniques proven in Milwaukee are extended to other market areas, we can look forward to a sharp upsurge of color tv sales nationally."

During the Milwaukee campaign, RCA made intensive use of a wide range of promotion techniques including radio, tv and newspaper advertising, tie-ins with local industries, sales training programs, telephone and door-to-door solicitations, home demonstrations and special appearances by tv personalities like Vaughn Monroe and Helen O'Connell.

Mr. Bennett said the Milwaukee campaign proved that "(1) public interest in color television is higher than ever; (2) color is priced right for large-volume sales; (3) the public will buy color when it is properly exposed, promoted and demonstrated, and (4) dealers are not apathetic but enthusiastic about color once you tell them your story with sound reason, they understand the economics of higher per-unit profit and they discover the sets actually sell."

He emphasized the test "exploded one of the biggest fallacies of the whole color tv business—that the sets are priced beyond reach. Seven out of the ten people who bought color sets passed up the $495 model in favor of higher priced sets ranging up to $850. Dealers found that once they took the time and trouble to explain why color sets are more expensive than black-and-white, because of the more complicated circuits and the expensive color tube and so forth, price became a secondary factor."

In exploding the myths of frequent servicing and difficult tuning, Mr. Seidel noted that RCA Service Co. for 14 months has made calls on purchasers of RCA color sets and at least 85% reported "they are completely satisfied" with only 6-8% reporting they didn't know how to tune the set properly.

Mr. Bennett pointed out several obstacles were faced in the test which accentuate the

TV in Fresno-the big inland California market-
means KMJ·TV
✓Best local programs
✓Basic NBC-TV affiliate
Paul H. Raymer Co., National Representative

success of the results. "May is generally a slack month for home appliances," he said, "a month when dealers are liquidating merchandise to get ready for their new lines; another is that business in Milwaukee has been off slightly. During the week ending May 25, for instance, while department stores nationally dropped 1% below the comparable week last year, sales in Milwaukee were off as much as 4%."

He admitted RCA put quite a bit of money into the Milwaukee campaign but it will "be less than $100,000." Milwaukee was a proving ground to learn the right techniques of color merchandising, not merely a sales drive, he explained. Money spent was within the "framework" of the corporation's total budget, Mr. Bennett said, although some extra funds might be diverted from other divisions to pay the tab. He said cost was held down by omitting one stunt—skywriting, in three colors—which would have been a $21,000 item.

J. A. Taylor Jr., president of Taylor Electric Co., area independent distributor for RCA, said, "We have had continually increasing sales of color sets right from the start when they went on the market. But color sales now are 300-400% over what they were before the campaign."

Mr. Taylor observed that black-and-white sales during May "increased 50% more than May last year" and attributed this boost largely to the color promotion.

Mr. Seidel interposed that color promotion has boosted monochrome sales generally, throughout the country, allaying another common fear of the dealer.

Mr. Seidel also noted that this fall "five major manufacturing competitors of RCA are planning big pushes of color and two of them had observers here in Milwaukee during our test." All RCA spokesmen refused to identify the five—except to confirm that General Electric was not one of them—when the list was cited. The reason for nondisclosure, they said, was to protect customers of the RCA color tube.

The Color Carnival advertising included some 700 radio spots and 50 to 60 tv spots during May on Milwaukee stations, plus newspaper display ads, some in color.

The RCA executives paid high tribute to Walter Damm, vice president and general manager of the *Milwaukee Journal*-owned WTMJ-TV there, NBC affiliate, which has pioneered in local live color originations and maintained an extensive color schedule during both daytime and evening hours.

Mr. Damm said WTMJ-TV counted 3,300 color sets in its entire service area before the campaign. He related it costs only $12 more per hour to program color than monochrome and this extra cost is not charged to advertisers.

Mr. Taylor said he counted 258 hours of color programming by three of the four local tv stations during May, with WTMJ-TV airing the major proportion.

On the subject of dealer apathy to color, Mr. Bennett noted that a national study showed that 73% of those who purchased color tv sets "had to ask the dealer to see color." Helping to cover this problem in Milwaukee was some 250 sales and service clinics conducted by RCA and Taylor Electric.

WTMJ-TV reported it telecast about 15 hours of color weekly on a regular basis prior to the Color Carnival and during the campaign upped its weekly quota to 25 hours, including an additional seven hours live. The station will retain about two hours of the added schedule from here on, it said.

Among major show sponsors on WTMJ-TV, whose commercials were color, were Standard Oil, Ed Schuster & Son (Milwaukee department store), the Jos. Schlitz Brewing Co., Gallagher-Butternut Coffee and the Sunray Oil Co. Among major sponsors whose commercials were telecast in color within participating programs were Corn Products Refining Co. (Nu-Soft), T. C. Esser Co. (paint and related products, Procter & Gambel, Hill Bros., General Foods, J. L. Read Sales (salad dressings and canned potato salads), Kellogg Co. and Carter Products Inc.

Schuster, making its first venture into color with an hour-long fashion show, expressed particular satisfaction over both the effect of the show and the sales results of the color advertising, WTMJ said. Numerous sponsors of food products, as advertised on *What's New in the Kitchen*, also have expressed satisfaction at the greater sales possibilities resulting from color commercials, the station said.

WITI-TV, independent using DuMont's Vitascan color system, reported 40 hours of color during May (80% live) but now is using about six and a half hours weekly, of which four hours is live. CBS-owned WXIX (TV) carries network color shows but is not equipped to originate color locally.

ABC-TV-affiliated WISN-TV presently is installing slide and film color equipment in its new $1.25 million combined radio-tv facility now under construction and will transmit slide and film color when the building is completed in the fall. It will be able to transmit network color. ABC-TV is planning color for next year, WISN-TV said.

TV SATURATION

TV set saturation of 97.2% in the "greater Milwaukee area" is noted by the 1957 *Consumer Analysis*, newly published by the *Milwaukee Journal*, owner of WTMJ-TV there. With a total population of 1,128,100 making up 314,000 homes, tv households were totaled at 305,918. Of the latter, 45,951 households reported more than one tv set. Color sets in the greater Milwaukee area were counted as 1,836 units or 0.6% of all tv sets. The newspaper stopped counting radio homes in 1949 because of saturation. WTMJ-TV claims a total coverage area of 781,222 sets.

If you want to "beef up" a campaign in mid-Ohio, cut yourself a piece of Pulse-inspected, prime cut, Grade "A." (We're first in any Monday-through-Friday quarter hour you want to name, day and/or night.) Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

RCA Unveils New Line Of Radio, Tv Products

RCA last Tuesday pulled the wraps off its 1957-58 line of radios, phonographs, combination consoles, tape recorders and tv sets, and at the same time announced its intention to capitalize on the quality of German-made radios and double its current production of stereophonic tape recordings.

All this took place last Tuesday at the RCA Victor consumer products distributors' meeting at the Hotel New Yorker in Manhattan. This was the first of three such meeting-previews scheduled the past week. On Thursday, RCA dealers and distributors in the midwest sales area were present at a Chicago unveiling, and west coast representatives of RCA are to see the 1957-58 line today (Monday) and tomorrow in San Francisco.

RCA will be stressing stereophonic sound systems in its summer-fall campaign, with great emphasis being placed on the company's Mark I-XI line of radio-phonograph combination sets (see page 93). At the same time, visitors at the three meetings were and will be exposed to what the firm calls "a completely new line of RCA Victor black-and-white tv receivers . . . featuring . . . some of the most important styling and engineering innovations in tv history." Among the new styles: sets with the picture tubes completely enclosed in the cabinet (eliminating the formerly projecting tube neck); streamlined series of "tapered portables"; first "commercially acceptable" corner cabinet sets, new controls, and a 110-degree aluminized picture tube in all sets.

Allan B. Mills, RCA Victor tv division merchandising manager, said that while rival manufacturers had brought out corner models "several years ago," they were "so bulky that they were completely unacceptable and had no commercial significance."

Also new to the RCA line is a deluxe color console, the "Lockhaven," priced at $695 and bringing RCA's color complement to 11 sets.

Addressing the dealers in New York, Charles P. Baxter, vice president and general manager of the tv division, noted that the 1957-58 price line is generally higher than last year's but that "we cannot escape the fact that costs are up all along the line and that profit levels in the industry have been unsatisfactory." Still, he said, "we believe that these new models—realistically priced with their many new features—represent the best values ever presented to the consumers. . . ."

Mr. Baxter also announced that the advertising theme for the new line will be "lean . . . clean . . . and mirror sharp."

James M. Toney, vice president and general manager of the firm's "Victrola" division, told the dealers that RCA had entered the "growing imported radio market" by its move to merchandise—under the RCA international label—two new am-fm shortwave models manufactured in Europe to RCA specifications.

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Largest Supplier of Parabolic Antenna Systems for Microwave Communication Services throughout the World
First to pioneer design and manufacture antenna systems for private, commercial and military services, Prodelin is the simple answer to all your difficult propagation problems!
Prodelin produces and stocks a complete line of service-proved antennas in various diameters up to 28 feet, for all types of communication services up to 3,000 megacycles. Services and facilities for any types beyond this frequency range are provided on a custom order basis.
Whether you need ruggedized mesh antenna for high wind load areas . . . or prefer an economical spun aluminum reflector for less critical service conditions . . . or perhaps our latest sectionalized plastic design for low-cost, long-distance bulk transportation . . . or even a special design to your specific needs, you can depend on Prodelin parabolic antennas . . . known and used throughout the world in a variety of service applications.
10 FT.
3000 MC
Prodelin is ready to serve you with confidence and experience . . . to recommend reliable service-proved antenna system equipment.
For Prodelin's Complete Line of Parabolic Antennas, Transmission Line, Support Structure, etc. or Information on Its Special Design and Manufacturing Facilities, Write:
"WORLD'S FINEST ANTENNA SYSTEMS"
Prodelin Inc
KEARNY, NEW JERSEY, U.S.A.
6 FT.
1000 MC
DEPT. BT, 307 BERGEN AVENUE, KEARNY, NEW JERSEY

BELL 'TH' WOULD UP RELAY TRAFFIC

THE cross-country broadcast highway of the near future may have little resemblance to what exists today. Certainly, if AT&T's Bell Telephone Labs blueprints materialize, more radio-tv program traffic than ever before will be accommodated on the highway along with thousands of telephone conversations, plus even a color tv program or two (or more) for theatres.

This look to perhaps as early as two and a half to three years from now was revealed last week by Bell Telephone Labs which has developed a new radio microwave relay system (code number is "TH").

This system, which makes use of the newly-advanced solid state and other electronic technology of Bell Labs (Bell invented and developed the transistor), will have become a "substantial installation" in late 1959, according to current plans of the telephone company.

Microwave and coaxial systems engineering is a complex subject that soon loses definition in laymen's talk. But in a general and hypothetical way this is what the new "TH" system could mean to the radio-tv field:

The L3 coaxial system can carry three programs in each direction and the microwave system five programs in each direction, making a total of 16 channels. The new TH system would handle six programs in each direction, or a total of 12, increasing capacity 75% over today's facilities.

A paper describing the new microwave system was presented Wednesday by M. B. McDavitt, director of transmission development of Bell Telephone Labs, at a symposium held in Rome, Italy.

As explained by Bell, the new relay "makes highly efficient use of the overcrowded radio spectrum, promising to increase more than three times the information-handling of radio relay systems occupying comparable spectrum space."

The new system will be capable of carrying more than 10,000 telephone conversations, or 12 tv programs plus more than 2,500 telephone conversations. Bell said it holds promise of increasing even this capacity to more than 13,000 telephone conversations, or 12 tv programs plus more than 4,000 telephone conversations (for each each telephone conversation one radio program could be substituted).

Tv programs could be either in black-and-white or color for home reception and color programs for theatres.

In addition, the new system would handle an increased transmission of digital information used in teletypewriter and data transmission. It will have fast switching equipment for bringing in alternate equipment or channels in case of component or atmospheric disturbances.

Currently Bell's microwave relay is used for more than half of the Bell System's transmission of radio shows, tv and long distance telephone conversations. Development of microwave communication facilities was begun by Bell in 1945. It set up an experimental system between New York City and Boston (about 220 miles) in 1947. This link was placed in commercial operation in May 1948.

By 1950 a commercial system was in operation between New York and Chicago and a year later was extended to the West Coast, a distance of more than 3,000 miles. Today the microwave circuits extend into every state.

The "TH" system is designed to operate in the 5,925-6,425 mc microwave band. It provides a total of eight 10-mc broad-band channels in each direction, plus two narrow band 0.5 mc channels for wire and alarm facilities.

Six at a Time

Six of these eight 10 mc bands may be in use at any particular time, the other two being held in reserve as protective channels to be switched automatically into service if needed.

Each broad-band channel can provide a number of services: 1,860 voice channels with 4 kc spacing; a black and white or color tv signal plus 420 voice channels; or a broad-band tv signal such as might be required to transmit a color tv picture of theatre-screen size.

An RF output of 5 w, frequency modulated, is radiated at each transmitter. This output is provided by a newly-designed

The purchase of the major assets of

Consolidated Television & Radio Broadcasters, Inc.

by

Time Inc.

was negotiated by the undersigned.

Reynolds & Co.
Members New York Stock Exchange
NEW YORK

Howard E. Stark
Broker-Television & Radio Stations
NEW YORK

traveling wave tube which has a gain of 30 db. The traveling wave tube is driven by a frequency converter, which boosts the 74.1 mc IF to the final transmitted frequency. Conversion is accomplished by a newly-developed gold-bonded diode which can provide gain, if desired, but is operated at a low basis to give a uniform impedance over the IF range and so gives neither gain nor loss. This is the first use in a system of a diode modulator without inherent loss.

The horn reflector antennas and round waveguide now being installed in relay towers can be used simultaneously for the new TH system at 6,000 mc, the present transcontinental TD-2 at 4,000 mc, and the new short haul TJ system at 11,000 mc. Special filters are employed to separate the various signals.

Adjacent channel signals are horizontally and vertically polarized alternately to provide isolation between channels of 20 db more than would otherwise be available. This permits adjacent channels to be placed much closer together, and aids greatly in increasing the utilization of the available frequency spectrum.

Irish Tape Sales Increasing

RECORD sales for the spring quarter and the month of May have been announced by ORRadio Industries Inc., Opelika, Ala., for Irish brand magnetic recording tape. According to Nat Welch, sales vice president, sales for this quarter are up 66% over the same quarter last year, and May sales increased 84% over last May's

MR. DUNLAP MR. ROBARDS

RCA Public Relations Names Dunlap, Robards to Posts

APPOINTMENTS of Orrin E. Dunlap Jr. as vice president, institutional advertising and publications, and Sidney M. Robards as director of press relations, RCA will be announced today (Monday).

Mr. Dunlap joined RCA in 1940 after 18 years' service with the *New York Times* where he was radio editor. For the past three years, he has been RCA vice president, institutional advertising and press relations. In his new assignment, he will be responsible for RCA's institutional advertising program and all RCA institutional publications.

Mr. Robards joined RCA early in 1938 after working for two years as an editor in the press division of NBC. For the past 10 years he has been manager of the RCA department of information. In his new post Mr. Robards will continue to supervise the activities of the department of information and the corporation's press relations.

Anti-BMI Pair Seek Action To Void RCA Stockholder Meet

SONGWRITER Gloria Parker, who describes herself as an anti-rock 'n' roll crusader, sought a mandatory injunction from a federal court in New York last week to direct RCA to reconvene and call a new annual meeting of stockholders. RCA's stockholder meeting was held last month [B•T, May 13].

Backing Miss Parker in the complaint filed Tuesday in the U. S. District Court of the Southern District of New York were Barney Young and Life Music Inc. (of which Mr. Young is president). Miss Parker, Mr. Young and Life Music each own one share of stock in RCA.

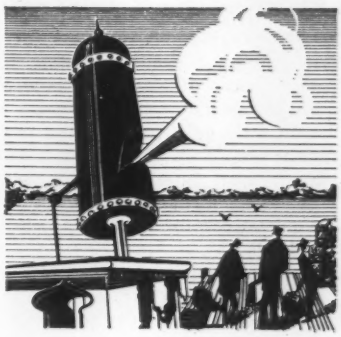
Soon after the complaint was filed RCA charged that both Miss Parker and Mr. Young, as well as Mr. Young's firm, had acquired a share of RCA stock after they had music suits against RCA, NBC and others (suits now pending) and then sought to use their status as stockholders to press matters still under litigation.

The complaint charged RCA rejected the request of the plaintiffs that RCA include certain proposals and resolutions in the proxy statement distributed in advance of the meeting.

The complaint asked that the meeting be declared "void" and that RCA and its officers and directors be enjoined and restrained from carrying out or putting into effect any proposal adopted at the meeting.

In a news release, Mr. Young said Miss Parker had intended to present a resolution calling on RCA, through its subsidiary NBC, to refrain from doing business with Broadcast Music Inc., which he labeled "the champion and promoter of rock and roll music."

STOCKHOLDER PARKER, *as she picketed RCA headquarters in Rockfeller Center last month.*



ALL ABOARD!

Oldtime Ohio River steamboat whistles let passengers know it was time to get under way. The more forceful the whistle, the bigger the boat . . . the more passengers it could carry . . . the faster it took them further.

Similarly, the latest Nielsen figures sound a forceful blast for WSAZ-TV in today's busy Ohio River market. With an audience of over half a million TV homes in 69 countries, WSAZ-TV reaches (says Nielsen) 100,580 *more* homes on weekday nights than the next-best station. And it's the consistent leader around the clock!

This is impressive traveling—and to very prosperous ports of call where income has never been so high. Get aboard this prime mover of goods and let WSAZ-TV blow your own whistle where it will be heard — and heeded — most. The gangway is down at any Katz office.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

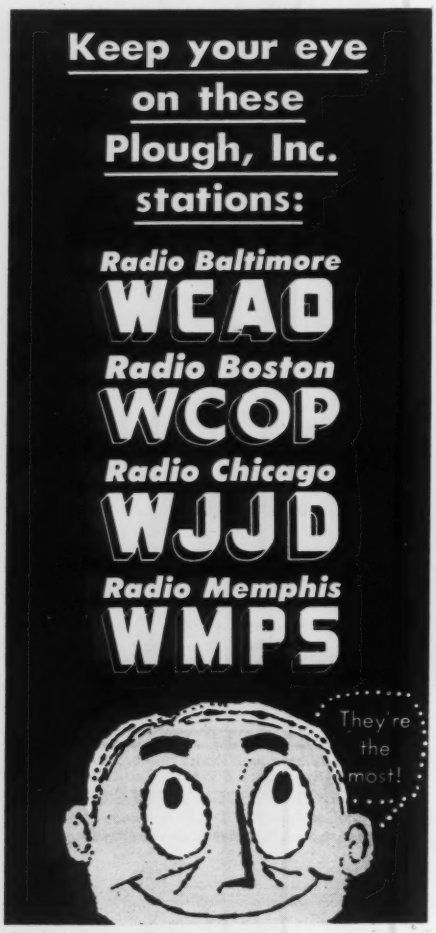
Radio Set Production Running 12% Ahead of Same 1956 Period

PRODUCTION of radio receivers for the first four months of 1957 is running 12% ahead of the same 1956 period, according to Radio-Electronics-Tv Mfrs. Assn. The 1957 output totaled 5,075,180 radio sets in four months compared to 4,525,225 in the 1956 period. April radio production totaled 1,115,813 sets, including 380,452 auto models, compared to 1,609,073 sets in March and 992,982 in April 1956.

Tv set production totaled 1,835,975 units in the first four months of 1957 compared to 2,394,264 in the same 1956 period. April tv output totaled 361,246 sets compared to 559,842 in March and 549,632 in April 1956. Of April tv production, 42,374 sets had uhf tuners compared to 74,102 in April 1956.

Radio sales by dealers totaled 2,362,068 sets in the first four months of 1957 compared to 1,984,915 in the same 1956 period. April sales totaled 543,092 radio sets compared to 730,584 in March and 471,193 in April 1956. Radio sales figures do not include auto models, which move directly to the motor industry.

Tv sales totaled 2,020,876 in the first four months of 1957 compared to 2,036, 808 in the 1956 four-month period. April tv sales totaled 337,965 sets compared to 534,115 in March and 347,630 in April 1956.



DATELINES

Newsworthy News Coverage by Radio and Tv

MINNEAPOLIS-ST. PAUL—It took WDGY Minneapolis eight minutes to get its mobile units to the scene Memorial Day when a jet plane crashed during holiday ceremonies at Sunset Memorial Park. Once there, newsman Jim Ramsburg found an articulate eyewitness in Mrs. Ralph Martin, wife of another WDGY newsman.

The one fatality of the incident was felt keenly by Minneapolis broadcasters. Comdr. N. F. Olsen, pilot of the plane and liaison officer for press-radio relations at Wold Chamberlain Field, was well known to those who had to broadcast reports of the tragedy.

LOS ANGELES—Chief Engineer Joe Bluth of KTTV (TV) Los Angeles went to a father-son dinner at a North Hollywood school May 29, but he didn't stay for dessert. When an airplane crash occurred nearby Mr. Bluth was one of the first on the scene. He called KTTV, which notified officials and dispatched the remote crew. Equipment was ready in record time, and before a newsman could get there, KTTV had switched to the scene with Mr. Bluth at the microphone until reinforcements arrived. The story was presented in extended station break periods and in a 20-minute wrap-up at the crash site.

DETROIT—WWJ-TV here used seaways and air routes to achieve quick coverage of May 28 ceremonies in Ontario, which marked the deepening of a channel near Amherstburg, Ont. Two cameramen were assigned to the job. One departed for the downriver site on the boat carrying the official Detroit party. Another stayed behind to film the departure and then hopped a helicopter to fly to Amherstburg and return with the complete film story. WWJ-TV telecast the film two hours after the ceremony.

COLUMBUS—A general alarm fire, called Columbus' worst in 10 years, brought into full play all news facilities of WRBL-AM-TV Columbus, Ga. As the fire raged the afternoon of May 25, the WRBL stations followed it with two mobile units and sound film equipment. At times the blaze, which originated in the tire recapping department of the United Oil Co., threatened an entire downtown block. WRBL-TV telecast sound film coverage in two special newscasts the evening of the fire.

SPOKANE—KREM Spokane is ready for whatever comes, wherever news may break. The station has gone the compass two better and equipped itself with six newscars, ready to go off in as many directions with two-way and remote broadcast equipment. Spokane heard a demonstration of KREM's strength during Radio Week last month when the station posted all remote units at prominent traffic points for interviews with city officials.

AUSTIN—KTBC-TV Austin, Tex., is telecasting sound-on-newsfilm at a price and by a process that many have said was impractical. The station spent $140 for a 100-ft. reel and two stainless steel tanks for quick processing. Developing the negative and reversing polarity on the camera chain is a familiar technique for silent film, but experts have advised against the procedure for sound film. KTBC-TV tried it anyway and reports the process is succeeding. Film of one state legislature news break was aired

J. ROBERT KERNS, Storer Broadcasting vice president and now managing director of WPFH (TV) Wilmington, Del., accepts a Dept. of Defense Reserve Award in behalf of Storer's WBRC-TV Birmingham, Ala. (Mr. Kerns was WBRC-TV head until last month [B•T, May 27]. Presentation of the certificate and pennant was made in Washington last week by Maj. Gen. William E. Hall, special assistant to the chief of staff of the Air Force for reserve forces. L to r: Alabama Sens. John Sparkman and Lister Hill; Mr. Kerns; Gen. Hall; Alabama Congressman George Huddleston Jr., and Gary Arnold, WBRC-TV staff announcer and sergeant in the Air Force Reserve.

two hours after it happened. Later when the legislature adjourned, KTBC-TV's 11 p.m. newscast showed the lawmakers as they sang "Till We Meet Again" before leaving the chambers at 7 p.m.

BALTIMORE—The local transit company has been added by WBAL Baltimore as a source of continuing traffic information. Morning and afternoon bulletins, based on transit reports, are passed along to motorists to help them avoid congested routes, with stepped-up service provided on weekends.

Four Station Sales Announced In Florida, Maryland, Missouri

SALES of WWPF Palatka, Fla., WNAV-AM-FM Annapolis, Md., WSTN St. Augustine, Fla., and KHMO Hannibal, Mo., were announced last week.

WWPF was sold by J. E. Massey and L. C. McCall to George Hall for $100,000. Mr. Hall is a Palatka businessman. The station operates on 1260 kc, 1 kw unlimited.

WNAV was purchased by Washington Broadcasting Co. from Capital Broadcasting Co. for $91,000. Washington is owner of WOL-AM-FM Washington, D. C., and WDOV-AM-FM Dover, Del. WNAV operates on 1430 kc, 1 kw unlimited and WNAV-FM is on 99.1 mc, 16.6 kw.

The sales of WWPF and WNAV were handled by Blackburn & Co., Washington.

Larry Picus heads a group that has bought WSTN from James D. Sinyard for $60,000. Mr. Picus is manager of WIVY Jacksonville, Fla. The station operates on 1420 kc, 1 kw daytime. Broker was Paul H. Chapman Co., Atlanta.

Mount Rainier Radio and Tv Broadcasting Co. has sold KHMO to Jerrell Shepherd for $97,000. Mr. Shepherd owns and operates KNCM Moberly and KLIK Jefferson City, both Mo. KHMO operates on 1070 kc, 1 kw unlimited using directional antenna.

These sales are subject to usual FCC approval.

Pearson Co. Sues KGEO-TV, Charging Contract Breach

JOHN E. PEARSON Co., New York, station representative, filed a breach-of-contract suit last week against Streets Electronics Inc. (KGEO-TV Enid, Okla.) for $20,445. The suit was filed in Supreme Court of New York County, New York.

KGEO-TV, it was averred, had signed a two-year contract with the Pearson firm for the latter's representation effective July 1, 1954, with a subsequent renewal made to run another two years into 1958. The suit contends that the station notified Pearson in April that as of May 1 Pearson would no longer represent the station, thus violating its contract.

The station announced in April that Blair-Tv would handle KGEO-TV as its national representative. The Blair firm had no comment except to note that it had entered its agreement with KGEO-TV with the understanding the Pearson contract agreement would be worked out and terminated.

SPOT SALES GAINING OR TIME SUSTAINING?

The SESAC Transcribed Library makes the difference

because . . .

It's a proven revenue producer.

because . . .

Its distinctive repertory performed by top talent attracts and holds the audience your clients want to reach most.

A Complete Program Service available in its entirety or in sections at low monthly cost.

Write Now

The Sooner the Bigger—Audience!

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

WHEN YOU SELL, DELIVER ALL SALES POINTS AND REACH PROSPECTS MORE EFFECTIVELY WITH THE NEW TELEPROMPTER MOD V!

*Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

N. Y. META Gets $100,000 Grant

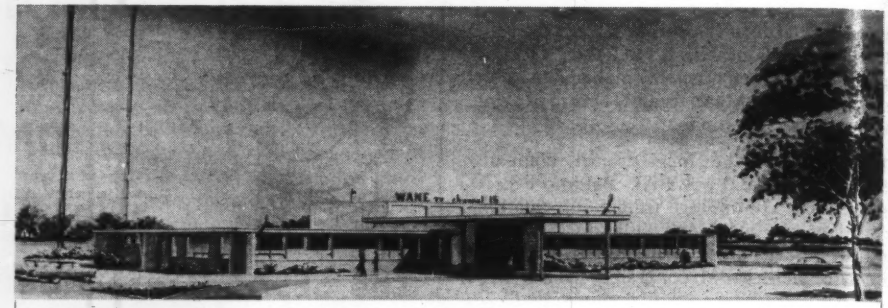
THE Metropolitan Educational Television Assn., New York, which describes itself as "one of several parties" interested in the acquisition of WATV (TV) Newark, last week came in for a sizable grant from the Fund for Adult Education, which is supported by the Ford Foundation.

Although the monies probably won't go into a special station-purchase "kitty," it was noted that the Fund, after granting META $100,000, said it would make available another $50,000 "in the event that it (META) can proceed toward an on-the-air operation."

Dr. Allan Willard Brown, META president, said the grants will be used in purchasing additional new equipment for META's production center, slated to go into operation next month. The Fund's "package" was part of $200,000 offered META in 1955 but was contingent "on the securing of matching funds." META says these now have been realized. (Other philanthropic organizations donating to META are the Avalon Foundation, Carnegie Endowment for International Peace and Rockefeller Bros. Fund.)

Asked how its negotiations with WATV (TV) President-General Manager Irving R. Rosenhaus were faring, META's general counsel said: "They have been very encouraging . . . and we are hopeful." He declined to elaborate. Mr. Rosenhaus reportedly is asking $4 million for the tv station and another $1.3 million for its sister station, WAAT Newark [CLOSED CIRCUIT, May 27]. Mr. Rosenhaus said he has been approached by "several" bidders other than META, but no agreements have been reached.

In turn, others—not necessarily bidders—are talking to META concerning the use of its present existing facilities. Understood to be "very interested" in META's physical plant on Manhattan's East Side is the Writers' Workshop of the Academy of Tv Arts and Sciences (New York chapter) which seeks the means whereby professional—as well as tyro—writers, denied commercial outlets for "experimental or scripts," may use such facilities as META has to offer. Talks so far have been strictly informal, with principals including MCA-TV Ltd. Producer Mort Abrahams, head of the workshop; Miss Evelyn Burkey, secretary of the Writers Guild of America (East); META's Dr. Brown, and Prof. Erik Barnouw of Columbia U., who heads WGAE's "Committee on Censorship," now compiling reports of instances in which commercial scripts have been "censored or tampered with" by agencies and networks.



GROUNDBREAKING ceremonies were held May 28 to start this design of WANE-AM-TV Fort Wayne's new home toward completion by late summer and occupation late fall, according to current station plans. The one story building will house all facilities. Congressman E. Ross Adair and Mayor R. E. Meyers turned the first spades of dirt during the ceremonies. Company officials included: Walter N. Thayer and C. Wrede Petersmeyer, partners of J. H. Whitney & Co., parent of the Indiana Broadcasting Corp., operator of WANE-AM-TV and WISH-AM-TV Indianapolis.

Katz Hires Pearson To 'Trouble-Shoot'

THE Katz Agency, station representatives, last week announced the availability to its clients of a new, full-time radio program consultant whose job it will be to "trouble-shoot" before the troubles have become too acute. The consultant: John Pearson, formerly program manager of WHB Kansas City.

This move, reportedly the first of its kind in the annals of station representation, was taken "because of the critical importance of radio programming in its present state of transition," according to President Eugene Katz. He explained that "10 or 15 years ago, a radio station could safely break down its income into one-third national spot, one-third network, and one-third local. Today, the emphasis is very much on local programming, with networks contributing less revenue to the stations than ever before. Thus it is of utmost importance to the station manager to see where and how his programming can be bettered."

This idea had been in the making for over nine months, Katz's radio sales manager, Morris Kellner, said. The apparent "difficulty" in making the concept a reality was in finding a man "who combined extensive experience in radio programming and promotion with a successful on-the-air performing background." "Obviously," Mr. Kellner continued, "it would hardly be fair to send in a sidewalk superintendent . . . a man who was familiar with a given problem but not sufficiently experienced in knowing what to do about it." Such requirements constituted a "must" for the man who would talk program consultation on the station executive level while at the same time dealing with actual on-air performers.

Katz found its man in Mr. Pearson, who in addition to his program managership at Todd Storz' WHB has also had extensive on-air experience at WHB and KOWH Omaha. Mr. Pearson, the Katz Agency said, has "combined showmanship and smart programming policies to come up with his own three-hour-a-day program, now Kansas City's top-rated show."

In effect, this is how Mr. Pearson will operate: A station desiring his services will call the Katz Agency, asking for Mr. Pearson's presence in their market for a sufficient number of days to enable him to listen to, and perhaps tape, competitive station programming as well as that of clients. He then will analyze these tapes, make suggestions as to how the Katz station might improve its position and follow these up with more-or-less steady consultation. Mr. Pearson also would be available for a number of other services, such as setting up station record libraries, auditioning program tapes, examining station logs (with view to recommendations on block programming), exchanging ideas and information garnered by other Katz stations, recommending use of syndicated programs, etc.

"Essentially," Mr. Kellner said, "Mr. Pearson will be a circuit-riding program manager. However, we will not go to any station unless we've first been invited."

What makes this service unique, Mr.

The better equipped stations are dominating the field with more listeners and more advertisers
GATES
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

Katz declared, is that it formalizes a practice that has been more or less informal in past years. The traditional idea in station representation used to be "you make it, we sell it," he went on. But these days, the rep has evolved into more than just a selling organization: It researches, it conducts rate studies and consultations, it publicizes—but all on "request." In short, the reps pinch hit for the station executives, relieving them for other, more pressing, jobs.

Mr. Pearson won't know "all the answers," Mr. Kellner said, "nor will he work on a standard operating procedure. Each situation or problem will require individual handling, and all won't require the same solution."

"Our purpose," Mr. Katz said, "is to keep ahead of the parade . . . not catch up."

WWLP (TV) Discloses Plans For String of Translators

PLANS for a system of translator stations that would take in a slice of western New England were disclosed last week by William L. Putnam, general manager, and George Townsend, vice president and chief engineer, of WWLP (TV) Springfield, Mass., at a meeting with newsmen in New York. WWLP, a uhf outlet, operates on ch. 22 and has in operation satellite WRLP (TV) Winchester, N. H. (ch. 32).

The station has a permit for a translator to be located at Claremont, N. H., which will be in operation possibly by the end of this month. It also has applied for more translators to be located in Bennington, Vt.; Rutland, Vt.; Lebanon, N. H., and Newport, N. H. According to the station executives, the use of translators may make uhf as efficient as vhf in coverage.

It the station meets with as much success as it anticipates, it was indicated that WWLP may end up with close to 12 translators. Installation cost of each translator runs about $5,000, Mr. Townsend estimated. The station figures to spend as high as $1 per additional person covered. Thus, a region must have at least 5,000 people to warrant the installation of a translator. Currently, however, the average cost per person has been much lower.

National advertisers must buy the "whole package"—the station's rate includes the Springfield station, the satellite and the translators. One hour of Class AA (nighttime rate) has just been increased $100, to a new rate of $700. A one-minute announcement in this classification costs $170. Two rates will be offered by the station—a "community" rate and a "regional" rate. Thus, local advertisers can buy any part of the coverage, and, if they so desire, one or more translator areas alone.

"It happens to be a recipe I heard over KRIZ Phoenix!"

KYW FOLLOWS UP

NIKITA KHRUSHCHEV's smiling profession of cooperation on *Face the Nation* will be returning repeatedly to haunt the Soviet Embassy in Washington, thanks to KYW Cleveland. The station became interested in the cause of Donna Armonas, 22-year-old Western U. co-ed, who took the Russian boss at his word and last week went to the embassy in a fruitless attempt to free her family, detained in Russia since World War II days. Westinghouse Broadcasting Co.'s Washington editor Rod MacLeish, will report daily to the WBC Cleveland outlet on checks with the embassy. And the station, regardless of the repetition, will broadcast every day the Russian comments on Miss Armonas' plea.

WDAK-TV Call Now WTVM (TV)

MARTIN Theatres of Georgia Inc. has changed the call letters of WDAK-TV Columbus, Ga., to WTVM (TV), with FCC approval [FOR THE RECORD, page 107]. The southern theatre chain, originally 50% owner of the ch. 28 station, became 75% stockholder in 1954 and in April this year bought out the remaining 25% interest of WDAK-TV.

Joe Windsor, local sales manager, has been named assistant general manager in charge of network relations and national sales. He will work under Guy Tiller, formerly of WLWA (TV) Atlanta, who was appointed general manager of WTVM on April 1. Reeve Owen, chief engineer, has been promoted to director of engineering and production. Other appointments: John Hughes, program director, named director of local sales; Claribel Rodriguez, director of sales service and Nancy Arnold, director of women's activities. Promotion and films will be handled by the Martin Theatres advertising department under Ronnie Otwell. Changes in programming and policy are planned the station says.

Herbert Leaves Teleradio

THEODORE W. HERBERT has resigned as eastern sales manager for General Teleradio Div. (owned radio-tv stations) of RKO Teleradio Pictures Inc., N. Y., it was announced last week by Wendell B. Campbell, national sales vice president. Mr. Herbert was appointed to the General Teleradio

TOPS IN BALTIMORE

WCBM

CBS

• Top local shows!
• Top CBS shows!
• Top ratings!
• Top "buy" for every advertiser!

WCBM
10,000 watts on 680 k.c.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Exclusive National Representatives

MY MOMMY LISTENS TO KiTE

More Mommies and Papas in San Antonio Listen Daily to KiTE Than to Any Other Station

NCS #2

Call Avery-Knodel, Inc.

post last October after serving as account executive with MBS, radio network subsidiary of RKO Teleradio, since 1955. He will announce his plans after a short vacation.

The departure of Mr. Herbert, it was understood, will mean the elimination of the post of eastern sales manager since there are no plans to replace him.

WTAR-AM-TV Plans Announced For Coverage of Naval Review

CAMPBELL ARNOUX, president-general manager of WTAR-AM-TV Norfolk, Va., has announced his stations will give comprehensive coverage to the International Naval Review June 12. The show involves 18 nations, 93 ships and 62,000 men.

WTAR remote control units will be based on the reviewing ship *Canberra* for the four-hour event. A tv camera in a helicopter will augment two on the ship. WTAR has invited announcers from area stations to participate in coverage and both radio and tv coverage are being offered to networks and Virginia stations.

Rates Go Up at WMAQ

GENERAL rate increase (except for one-hour Class I, 6-10:15 p.m. daily, is reported by WMAQ Chicago in new rate card No. 16, effective June 1. Advertisers who placed continuing schedules before June are protected at old rates through Nov. 30. Hourly rate continues at $90 in Class I time. It went up from $600 to $750 in Class II (6:30 a.m.-6 p.m., Sun.-Fri.; 6:30 a.m.-1 p.m., Sat. and 10:15-11 p.m. daily. In all other time periods (Class III), hourly rate went from $300 to $400. Minute announcements were increased $20 (to $140) in Class I; $10 (to $110) in Class II, and $20 (to $80) in Class III.

Reilly to Set Up New Rep Firm

WILLIAM J. REILLY, vice president of and Chicago manager of Adam Young Inc., New York, has resigned that position to open his own station representation firm. Location of his new offices is to be announced. Mr. Reilly is a past president of the Chicago chapter of Station Representatives Assn. and recently was elected vice president of the organization.

Canada Networks Plan For Election Coverage

CANADIAN radio and television networks have been readied to give as speedy and thorough coverage of the national election as possible on June 10, when Canada goes to the polls to elect a new Parliament.

CBC has arranged for five-hour programs on both radio and tv national networks in both English and French. Practically all stations will be in on the networks, while tv stations in areas in western Canada not yet on microwave circuits will receive national election returns from their affiliated radio stations and news services, and will do local election news telecasts live.

Size of the undertaking can be better realized when it is remembered that when Newfoundland's election results are completely reported, British Columbia polls will just be closing. The two areas are six time zones apart.

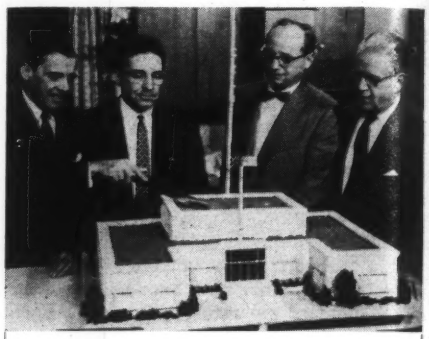
On tv the CBC national network will make use of maps, charts and film inserts in reporting the news received from Canadian Press and British United Press wires CBC also plans to let viewers see computing machines at work assessing results.

The radio and tv news networks will operate out of Toronto under CBC News Chief W. H. Hogg. No stations will go on the networks until the polls close in each time zone. On tv the first 20 minutes of each half-hour period will go to reports on a national scale, the last 10 minutes will allow each station to report its own area results.

On radio a national network will be used for part of each hour, and regional networks will be used in each province. The radio coverage will exploit the flexibility of the medium by way of varying news presentations, with commentaries on various developments, and regional news gathered by local radio stations and fed into a co-operative pool for network use.

Commentators will be used on both radio and television national network programs, most of them operating out of Toronto and Ottawa. The political party leaders will appear, where possible, at their nearest television station during the evening for live comments on the election results, while all party leaders will be heard live on the radio networks.

During the 1953 national election a radio-tv simulcast system was used, since there were but a few tv stations in operation (in Toronto, Montreal and Sudbury, Ont.). Now there are about 35 tv stations in operation in Canada.



CUTTING a slice of silver anniversary cake is President J. E. Campeau of CKLW-AM-FM-TV Windsor-Detroit on the 25th anniversary of CKLW June 3. Three others who have been there since the beginning are (l to r) Walter Collins, engineer; W. H. Gatfield, treasurer, and Gordon Fleming, organist.

ABROAD IN BRIEF:

BAVARIA BROADENS COVERAGE: Bavarian Radio, Munich, plans addition of further television transmitters for better coverage of the fringe areas in Bavaria. BR is one of the two broadcasting organizations in Germany having commercial tv programs (Radio Free Berlin is the other). The new transmitters will be fed from Munich studios.

KEROSENE POWER FOR RADIOS: Philips, Dutch electronics concern, reports development of a power supply for radios that operates on a kerosene lamp as the energy source. The unit uses 192 thermo electrical cells of constantan and an alloy named chromel. It delivers 100 to 242 milliwatts which is enough for a transistorized radio. Reports from Moscow indicate that a similar set has been developed in the Soviet Union. There it is called thermo-electrical generator TGK 3 and evidently is designed for areas without electrical power supply.

GERMAN SALES SLOW: Reports from German radio and tv set retailers indicate tv sets sales are much behind expectation (about one million sets now in use). Sales spokesmen blame the slump on poor programming by the country's non-commercial stations, lack of competition and absence of privately owned stations.

INTERNATIONAL SHORTS

VOCM St. John's, Nfld., has appointed Radio & Television Sales Inc., Toronto and Montreal, as exclusive representative.

CKDH Amherst, N. S. (250 w on 1400 kc); **CKSA Lloydminster, Sask.** (1 kw on 1150 kc), and **CFRY Portage la Prairie, Man.** (250 w on 1570 kc), all assigned call letters.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **William M. Spire,** vice president, director and member of plans board of Sullivan, Stauffer, Colwell & Bayles, N. Y., resigned from agency to take up permanent residence in Miami, Fla., effective end of June. Member of original executive group which formed agency in 1946, Mr. Spire, in addition to working on all accounts, has been account executive on Pall Mall cigarettes, Corona Corona cigars and Half and Half smoking tobacco. Before joining SSC&B, he was vice president and member of plans board of Ruthrauff & Ryan. In World War II, he resigned from McCann-Erickson as head of radio department to serve as deputy director of radio with office of war information.

William I. Hoffhine Jr., secretary-treasurer, Guild, Bascom & Bonfigli Inc., San Francisco, elected vice president.

◄ **Lincoln W. Allan,** acting advertising manager Jacob Ruppert Brewery, N. Y., appointed advertising manager. **John Cogliandro,** brewery purchasing department, to purchasing agent.

Warren Bahr, media buyer, Young & Rubicam, N. Y., appointed to newly created post of assistant to media director at Y & R.

Steve Yates, talent booking agent, to Frank Cooper Assoc. as tv talent agent operating out of N. Y. and Hollywood offices.

Paul H. Boyd, eastern continental territory sales manager, Union Oil Co. of Calif., and **W. Warren Hillgren,** previously field director for West Coast Oil Information Committee, to Wilshire Oil Co. of Calif., L. A., as general manager of marketing and director of advertising-public relations, respectively.

Howard Becker, Grey Adv., N. Y., an account executive on Hoffman Beverages and earlier on the Chock Full O' Nuts coffee account, to Richard K. Manoff Inc., N. Y. as account executive.

Stuart Heinemann, former general manager of Allied advertising agency, L. A., to Anderson-McConnell, L. A., as account executive.

David S. Christy, head of own marketing firm, to Anderson & Cairns, N. Y., as assistant account executive.

Sandy Wyatt appointed publicity director, Gore/Serwer Inc., N. Y.

Roger Bye, copy chief, Holst & Cummings & Myers Ltd., Honolulu, to Miller, Mackay, Hoeck & Hartung Inc., Seattle, as copy chief.

Wallace J. Gordon, copy chief, Walker B. Sheriff Inc. (defunct agency), Chicago, to Erwin, Wasey & Co., same city, as senior copy writer.

Virginia Voboril, associated food editor *Good Housekeeping* magazine, to Kenyon & Eckhardt, N. Y., as assistant home economist.

Norman D. Arsenault, layout designer, *Chicago Tribune,* to Erwin, Wasey & Co. art staff.

Maxine Moore, traffic manager-copywriter, KUDL Kansas City, to copy staff, Litman-Stevens & Margolin Inc., same city.

◄ **Roger N. Cooper,** western division manager, American Research Bureau Inc., Washington, D. C., appointed station relations manager.

Maurice L. Fisher, tv director, Wentzel, Wainwright, Poister & Poore Inc., Chicago, appointed vice president in charge of radio-tv-film production.

C. R. Rowland, assistant advertising manager, Morton Salt Co., Chicago, promoted to manager of consumer products. **T. J. O'Dea,** assistant advertising manager, same firm, promoted to advertising manager of farm and industrial products.

H. R. (Curly) Stebbins, public relations-merchandising director, Johnson & Johnson Pharmaceuticals, New Brunswick, N. J., to Vic Maitland & Assoc., Pittsburgh, as director of merchandising.

FILM

Mort Abrahams, Showcase Productions Inc., to MCA-TV, N. Y., as producer of 22 live shows scheduled for NBC-TV's *Crisis* series this fall.

Harry Pertka, ABC-TV account executive, to NTA Film Network as sales executive. **Peter McGovern,** editor-researcher, Byron Productions, N. Y., to NTA network as director of promotion.

J. Van Hearn, journalist-graphic arts expert, to Reela Films Inc., Miami, as sales manager.

Al Sussman, account executive, eastern-midwestern sales divisions of AAP Inc., appointed eastern sales manager, replacing late

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

THE LID'S OFF IN TRI-CITIES*

WCYB-TV has entered into the exclusive clique of booming markets. Compare it, for instance, with Kansas City—or Denver —or any of the blue-blooded stations that SELL, COVER and DELIVER.

No matter how you take your tea, WCYB-TV provides the sugar of a three-times* sweeter market.

NBC/ABC WCYB-TV CHANNEL 5
* BRISTOL, VIRGINIA-TENNESSEE
JOHNSON CITY, TENNESSEE
KINGSPORT, TENNESSEE
REPRESENTATIVES: WEED TELEVISION CORPORATION

ONE OF THE FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago
CBS
REPRESENTED BY AVERY-KNODEL, INC.

Arthur Kalman. Keith E. McCallum, same firm, named account executive for western division.

Ted Byron, creative director, Wm. Harvey Agency, Hollywood, to Jam Handy Organization, Detroit, on creative writing staff.

NETWORKS

William Seaman, program service manager, ABC-TV, New York, promoted to production manager. **Thomas P. Devito,** associate director, ABC-TV, promoted to program service manager.

Bud Yorkin, former NBC contract producer-director, signed by Betford Corp. to produce and direct its *Ford Show* next season.

Don Medford, tv film director, named senior director for live productions of new NBC-TV series *Crisis,* starting Sept. 30 (Monday, 10-11 p.m. EDT).

Kirk Logie, NBC Chicago network programs supervisor, elected to Radio Pioneers Club.

David Tebet, NBC manager of special programs, and **Robert M. Weitman,** CBS-TV vice president in charge of program development, named vice chairmen of activities committee, New York chapter of Academy of Television Arts & Sciences.

STATIONS

◄ **Robert M. Purcell,** vice president-general manager, KFWB Broadcasting Corp., operator of KFWB Los Angeles, elected president of corporation, subsidiary of Crowell-Collier Publishing Co. He has also become member of board of directors.

◄ **John B. Jaeger,** vice president-assistant general manager, WNEW New York, appointed executive vice president.

◄ **John V. B. Sullivan,** account executive, WNEW New York, appointed vice president-sales manager.

◄ **Murray Arnold,** assistant station manager, WPEN Philadelphia, promoted to station manager.

◄ **Robert Evans Cooper,** sales manager, WSM Nashville, promoted to director of station.

◄ **C. R. (Hi) Bramhan,** sales manager, WSM-TV Nashville, promoted to commercial manager. **Tom Griscom Jr.,** account executive, WSM-TV, becomes local sales manager.

◄ **Jack Kelly,** managing director, WGAR Cleveland, to New York sales office, Storer national sales organization. He formerly was sales manager and station manager, WSRS Cleveland; account executive, Joseph Hershey McGillvra, N. Y. (representative firm); commercial manager, WSAY Rochester, N. Y., and radio director, Rogers & Porter Adv., Rochester.

George A. Baron, Santa Monica, Calif., general manager, KDAY, elected vice president of Radio California, licensee.

L. R. Rawlings, general manager, KDKA Pittsburgh, named president of Pittsburgh Advertising Club.

◄ **Walter L. Dennis,** director of radio and tv, Allied Stores Corp., to WBEE Harvey, Ill., as general manager.

Ira Laufer, time salesman, KFWB Hollywood, to KSHO-TV Las Vegas, as general manager. Other personnel changes at KSHO-TV and KBMI Henderson, Nev.: **Lee Peer,** station announcer, KSHO-TV, promoted to operations director; **Jay Cowan,** time salesman, to KSHO-TV sales manager; **Ervin Greene,** engineer, KSL-TV Salt Lake City, to KSHO-TV as chief engineer-production supervisor; **Jack Kogan,** Las Vegas publicity agent, to KBMI as manager; **Robert Gardner** leaves operations desk KSHO-TV to join Wendell-Melvin & Co., Las Vegas, remaining as film director, KSHO-TV.

◄ **Reginald P. Merridew** appointed managing director, WJW Cleveland, succeeding Jack Kelly (see above). In 1942 he joined staff of WGAR Cleveland, spent 13 years there as chief announcer-program director and program director-director of operations; resigned in 1955 to become vice president in charge of sales and public relations for Crown Hill and Sunset Memorial Park.

P. B. (Buck) Hinman, manager, WROX Clarksdale, Miss, named station manager of WCBI-TV Columbus, Miss. **Chris Everson,** WCBI-TV operations director, to sales manager. **W. W. Whitfield** to assistant sales manager in charge of regional sales. **Ray Crummy,** formerly of *Columbus Commercial Dispatch* to WCBI sales manager, succeeding **James W. Eatherton,** now owner of WACR Columbus.

Tom Reardon, manager, WABG Greenwood, Miss., to WROX Clarksdale, Miss., as manager succeeding P. B. Hinman (see above).

Jack Lee, manager, Clark Brown Co. (regional radio-tv representative), to KILT Houston, Tex., as commercial manager.

Del Leeson, promotion manager, KDYL-KTVT (TV) Salt Lake City, named manager, KDYL. **Charles H. Cowling,** KDYL, appointed sales manager. **Russell Grange, William Barth, Tom Smart** and **Bart Tolleson** will handle local accounts.

Frank Holifield, station manager, WTOK Meridian, Miss., to WMOX Meridian as manager, succeeding **Joe Carson,** resigned.

Hal Moore, show m.c. on WNEW New York appointed program manager of station succeeding **John M. Grogan,** recently appointed program manager of WABD (TV) [B•T, June 3].

John Allen Potts, program director, WCTC New Brunswick, N. J., and **Harvey J. Hauptman,** assistant program director, WTCT, promoted to sales manager and program director, respectively.

Standard Super Sound Effects Are a Must—
If you want your commercial "spots" to command attention. Special "Best sellers" – 25 of our most popular discs—available at package price.
Free catalog and "cue teasers" (spots cued to sound effects) sent on request.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and Standard Shorty Tunes.

George F. Spring, salesman, WGY and WRGB (TV) Schenectady, named manager of sales for WRGB.

Bill E. Brown, station manager, KOBY San Francisco, promoted to national sales manager.

Bob Cooper, formerly with WTCN Minneapolis, to KONO San Antonio as program director.

William Schwarz, formerly executive producer, KYW Cleveland to WCCO Minneapolis-St. Paul, as program director, succeeding **Robert McKinsey,** resigned.

◄ **Jack Chapman,** president-general manager, WHRV Ann Arbor, Mich., to WPON Pontiac, Mich., as sales manager.

Joe Andrews, projects manager, Macon (Ga.) Chamber of Commerce, to WMAZ-AM-TV there as director of news and public affairs.

Gerald A. Spinn, program director, WQAM Miami, to WBZ-WBZA Boston and Springfield, as program manager.

Joe W. Bagwell, sales promotion manager, Soil Pipe Division, Combustion Engineering Inc., to WDEF-TV Chattanooga.

◄ **William A. Gietz,** salesman, WTAR-TV Norfolk, Va., promoted to local sales manager.

Bill Ray, previously announcer-producer-director, KFWB Los Angeles, to KRHM (FM) Los Angeles as sales promotion manager-assistant program director.

E. Gordon Keily Jr., previously with General Electric Credit Corp., to WDAU-TV Scranton, Pa., as account executive.

Mack Edwards, announcer-master of ceremonies of *Take a Break,* WAAM Baltimore, appointed director of public service.

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Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Bud Kirvan, editor, *The Livonian,* Livonia, Mich., to WXYZ Detroit as director of promotions and publicity.

John F. Lewis, contributng editor, *Nation's Agriculture,* national farm magazine, to WBAL-AM-TV Baltimore as news director.

Donald Metzger, disc jockey, WRIT Milwaukee, promoted to news director.

Harold Uplinger, KNXT-CBS Television Pacific Network, named assistant sports director.

Harry B. Shaw, sales manager, WSJS-AM-TV Winston-Salem, N. C., elected president of local Lions Club.

Mary Kitano Diltz, administrative assistant in audience promotion, KNXT Los Angeles, and **Jay Livingston,** KNXT-CTPN log editor, promoted to publicist and administrative assistant in charge of audience promotion, respectively. **George Nicholaw,** Television City Script-Mimeograph Dept., and **Norman Marks,** KRLD Dallas, Tex., to KNXT as log editor and copy-continuity writer for audience promotion and programming, respectively.

Gene Walz, operations chief, KYW-TV Cleveland, to WCKT-TV Miami as executive producer.

John F. Hurlbut, manager of tv promotion research, Peters, Griffin, Woodward Inc., N. Y. (station representative), to WFBM-AM-TV Indianapolis, as promotion-public relations manager. **Estel D. Freeman,** night operations manager, WFBM-AM-TV, promoted to publicity manager.

Paul Williams, newscaster, WWJ-AM-TV Detroit, promoted to public affairs manager.

Richard H. Gurley Jr., sales staff, WEEI Boston, to WBZ-TV Boston as account executive.

Gus Dato and **Robert Ringer,** both of KTTV (TV) Los Angeles, promoted to assistant maintenance supervisor and assistant remote supervisor, respectively.

Jack Harris, copy director, William G. Tannhaeuser Co., Milwaukee, to continuity staff, WTMJ-AM-TV, same city.

Art Curley, disc jockey, WDEL-AM-FM Wilmington, Del., to WRCV Philadelphia as disc jockey.

Paul Mills, newscaster, WTOP-AM-FM-TV Washington, to WWDC-AM-FM Washington as announcer.

Les Lampson, formerly with KFDX-TV Wichita Falls, Tex., to announcing staff, KOTV (TV) Tulsa, Okla.

James Pansulo, announcer, WCOP Boston, to WHDH Boston, as summer replacement announcer.

J. W. McGough, general manager, WTVN-TV Columbus Ohio, father of boy, Craig Paul, May 26.

Lee Petrillo, musical director, WCFL Chicago, and **Nancy Wright,** vocalist on NBC-

Mag'net·ism

Dictionaries define it as "power to attract; power to gain the affections." AND KOA-RADIO HAS IT! The programming and personality magnetism that dominates the entire Western Market!

Cov'er·age — KOA-RADIO reaches —and sells— 4 million Westerners in 12 states, PLUS the summer BONUS audience of over 12½ million tourists!

Ra'dio — *means* KOA-RADIO — the *only* station you need to sell the entire Western Market!

Call KOA Radio Sales or NBC Spot Sales

KOA DENVER Radio

One of America's great radio stations

850 Kc • 50,000 WATTS CBS

BMI

MILESTONES
for July

BMI's series of program continuities spotlights the important events on the American scene. July's release features four complete half-hour shows —smooth, well-written scripts ready for immediate use.

"THE UNKNOWN BEYOND"
(Int'l. Geophysical Year)
July 1, 1957—Dec. 31, 1958

"INDEPENDENCE DAY"
July 4, 1957

"THE GOOD GRAY POET— WALT WHITMAN"
(Portrait of an American, 1819-1892)
July 19, 1957

"DEEP SEA EXPLORER"
William Beebe
Born: July 29, 1877

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TV's *Club 60* color variety show, have announced their marriage, May 23.

Nancy Keulen, traffic manager, KBIG Catalina, Calif., married to Bill Hefley, June 2.

Brod Seymour, staff announcer, WBAZ-TV Huntington, W. Va., married to **Ruth Johns,** former secretary to general manager, WEHT-TV Henderson, Ky., May 4.

Gene Davis, disc jockey, WHB Kansas City, father of girl, May 30.

Richard Dix, WBAL-TV Baltimore, father of son, Donald Albert, May 18.

REPRESENTATIVES

◄ **Oliver T. Trittler,** sales staff, KWK-TV St. Louis, to Blair-Tv, same city, as account executive.

◄ **Carlos Reese,** account executive, Frederic W. Ziv Co., St. Louis, to John Blair & Co., same city, as account executive.

Steve Rintoul Jr., account executive, Venard, Rintoul & McConnell, N. Y., station representative, father of girl, June 3. Grandfather is Steve Rintoul Sr., vice president of firm.

Jennie R. Snell, assistant to promotion chief at Meeker Co.'s tv division, to Blair Television Assoc.'s N. Y. office on sales development staff. **Lloyd Heaney** appointed to BTA's Chicago office as account executive.

TRADE ASSOCIATIONS

Bette Doolittle, formerly with P. Ballantine & Sons Newark, N. J., and NARTB, Washington, named director of women's press and radio-tv relations of Grocery Mfrs. of America, N. Y., succeeding **Dorothy Mahlstedt** resigned.

Vincent Patrick Comiskey, sales service representative, NBC, N. Y., appointed to national sales staff of RAB.

MANUFACTURING

Frank Folsom, chairman of RCA's executive committee and former president, appointed by Pope Pius XII as permanent representative of Vatican City to new International Atomic Energy Agency. He will represent Vatican at "Atoms-for-Peace" organization's first general conference in Vienna next August.

Joseph L. Langevin, formerly systems engineer, RCA Service Co., Tuscon, to facility manager, succeeding H. A. Baldwin, recently appointed administrator, atomic energy services, Government Service Dept.

Fred Steiner, formerly of Convair Div. of General Electronics Corp., to western sales staff of Sarkes Tarzian Inc., Bloomington, Ind.

Richard H. Baker, manager of defense engineering standards and services, RCA, to post of administrator, value engineering of RCA defense electronic products.

George A. Lakin, formerly staff project officer, directorate of intelligence and electronic warfare, U. S. Air Force, Rome, N. Y., to Prodelin Inc. (manufacturer of parabolic antennas and transmission lines), Kearny, N. J., technical service engineering staff.

K. E. Weitzel, in charge of General Electric Co.'s commercial engineering for tube sales since 1950, appointed regional commercial engineer in Chicago for GE's receiving tube department.

PROGRAM SERVICES

Darrell Winkler, former owner of Radio Recorders, to Universal Recorders, Hollywood, as vice president-general manager.

PROFESSIONAL SERVICES

Herb Landon, formerly director of promotion, Kenyon & Eckhardt on Pacific Coast to Rogers & Cowan, L. A., in executive capacity.

INTERNATIONAL

◄ **Clemente Serna Martinez,** president - general manager, Radio Programas de Mexico, S. A., elected president of Mexico City Sales Executives Club (NSE International affiliate).

June Dennis, free lance radio commentator, elected president of Toronto branch of Canadian Women's Press Club.

John Verge, formerly of sales staff of National Film Board, Montreal, Que., to Screen Gems (Canada) Ltd., as manager of Montreal office.

Hugh Rinehart, production director, WIMA-TV Lima, Ohio, leaves for 10-week stay in Finland as "goodwill ambassador" as part of project sponsored by The Experiment in International Living.

Paul R. Bunker, formerly vice president-director, foreign trade firm of Dodge & Seymour Ltd., named director of administration of Munich office of American Committee for Liberation, succeeding **Wilfrid J. Woods.**

Frank C. Fice, tv production instructor, Ryerson Institute, to Caldwell Lab, Toronto, as sales service chief.

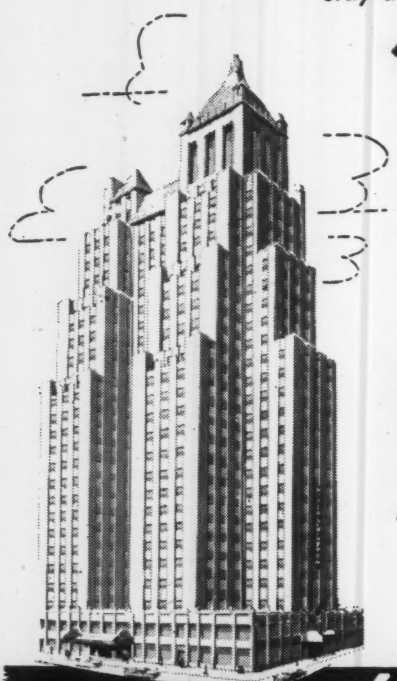
Donald Gordon, formerly of Canadian Press, Toronto, Ont., to CBC as London, Eng., correspondent.

Alphonse Ouimet, general manager of CBC, to receive honorary doctorate in applied science at U. of Montreal on May 31.

People who know . . .

stay at the

Hotel Lexington



- 3 Minutes from Grand Central
- Convenient to Fifth Avenue Shopping . . . Theater District
- All Outside Rooms
- Radio; Television; Circulating Ice-Water; tub and shower

delightfully AIR CONDITIONED

HOME OF THE FAMOUS
'Hawaiian Room'
Known For Authentic Hawaiian Cuisine and Native Entertainment

see your local travel agency or write to Promotion Dept. for Brochure 124

Near the United Nations

Hotel Lexington

LEXINGTON AVE. at 48th ST., NEW YORK CITY, 17

Station Authorizations, Applications
(As Compiled by B • T)
May 29 through June 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through June 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	252	364	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through June 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	89	475[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	353	324	677[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,089	337	850	579	1,428[3]
Noncomm. Educ.	66		37	28	65[4]
Total	1,155	337	887	607	1,494[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations . . .

ACTIONS

Hays, Kan.—KAYS Inc., granted vhf ch. 7 (174-180 mc); ERP 81.3 kw vis., 44 kw aur.; ant. height above average terrain 663 ft., above ground 748 ft. Estimated construction cost $183,675, first year operating cost $87,300, revenue $114,330. P.O. address Box 695, Hays. Studio and trans. location 23rd and Hall Sts. Geographic coordinates 38° 53' 05" N. Lat., 99° 20' 20" W. Long. Trans. Standard Electronics, ant. Alford. Legal counsel Abe L. Stein, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of **KAYS Hays.** Announced May 29.

Great Falls, Mont.—Cascade Bcstg. Co., granted vhf ch 3 (60-66 mc); ERP 118 w vis., 71 w aur.; ant. height above average terrain 235 ft., above ground 230 ft. Estimated construction cost $23,000, first year operating cost $54,000, revenue $60,000. Post Office address 1951 Skyline Vista Drive, La Habra, Calif. Studio location on 15th St., 2 miles north of Great Falls. Trans. location on 15th St., 2 miles north of Great Falls. Geographic coordinates 47° 31' 56" N. Lat., 111° 16' 45" W. Long. Trans. and ant. Gates. Legal counsel Robert P. Lawton, La Habra. Consulting engineer applicant. Principals are equal partners **Francis N. Laird,** business interests, and his son **Robert R. Laird,** engineer, **KVEC-AM-TV San Luis Obispo, Calif.** Announced May 29.

APPLICATIONS

Moline, Ill.—Community Telecasting Corp., vhf ch. 8 (180-186 mc); ERP 316 kw vis., 200 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,045 ft. Estimated construction cost $496,000, first year operating cost $480,000, revenue $600,000. P. O. address % C. I. Josephson Jr., 1514 5th Ave., Moline. Studio location Moline. Trans. location Henry County. Geographic coordinates 41° 18' 33" N. Lat., 90° 22' 46" W. Long. Trans.-ant. RCA. Legal counsel Arnold, Fortas & Porter, Washington, D. C. Consulting engineer George P. Adair Engineering Co., Washington, D. C. Equal partners are **G. Rodney Ainsworth, Mel Foster, Harold W. Hoersch, C. I. Josephson Jr.** and **C. I. Josephson III.** Mr. Ainsworth, lumber and real estate interests, Mr. Foster, 25% owner **KSTT Davenport, Iowa.** Mr. Hoersch, attorney, the Josephsons have jewelry interests. Announced June 4.

Lafayette, La.—Evangeline Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 947 ft., above ground 996 ft. Estimated construction cost $634,097, first

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year operating cost $407,000, revenue $437,000. P. O. address 519 S. Buchanan St., Lafayette. Studio location Lafayette. Trans. location Vermilion Parish. Geographic coordinates 29° 59' 18" N. Lat., 92° 18' 40" W. Long. Trans.-ant. RCA. Legal counsel Scharfeld and Baron, Washington, D. C. Consulting engineer Vandivere, Cohen and Wearn, Washington, D. C. **George H. Thomas** and **Lafayette Advertiser Gazette Inc.** are equal partners. Mr. Thomas is manager-50% owner **KVOL-AM-FM Lafayette.** Announced June 4.

Pittsfield, Mass.—Springfield Television Bcstg. Corp., uhf ch. 64 (770-776 mc); ERP 151 kw vis., 75.5 kw aur.; ant. height above average terrain 953 ft., above ground 278 ft. Estimated construction cost $130,400, first year operating cost $90,000, revenue $100,000. P. O. address Box 2210, Springfield, Mass. Studio location Pittsfield. Trans. location Berkshire County. Geographic coordinates 42° 31' 4" N. Lat., 73° 6' 55" W. Long. Trans.-ant. GE. Legal counsel McKenna and Wilkinson, Washington, D. C. Consulting engineer George R. Townsend, Springfield. Principals include **Roger L. Putnam** 27.25% and 11 others. Springfield is licensee of **WWLP (TV) Springfield,** and owns **Greenfield Television Corp.,** permittee of **WRLP (TV) Greenfield, Mass.** Announced May 4.

Existing Tv Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

WJCT (TV) Jacksonville, Fla.—Educational Television Inc., ch. 7. Changed from WETJ (TV).

WTVM (TV) Columbus, Ga.—Martin Theatres of Georgia Inc., ch. 28. Changed from WDAK-TV.

KOAC-TV Corvallis, Ore.—State of Oregon, ch. 7.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp., ch. 71. Changed from WTPA (TV).

WTPA (TV) Harrisburg, Pa.—The Patriot-News Co., ch. 27. Changed from WCMB-TV.

WBPZ-TV Lock Haven, Pa.—Lock Haven Bcstg. Corp., ch. 32.

New Am Stations . . .

ACTIONS

Alma, Ga.—C. N. Todd, granted 1480 kc, 1 kw D. P. O. address Box 72, Douglas, Ga. Estimated construction cost $12,336, first year operating cost $36,000, revenue $48,000. Mr. Todd owns Douglas retail tire firm. Announced May 29.

Bainbridge, Ga.—Joseph M. Grollman, granted 1360 kc, 1 kw D. P. O. address Box 146, Bainbridge, Ga. Estimated construction cost $21,117, first year operating cost $40,000, revenue $48,000. Mr. Grollman is manager of Bainbridge dry goods store. Announced May 29.

Burns, Ore.—Howard J. McDonald and James P. Ward d/b as Radio Burns, granted 1230 kc, 250 w unl. P. O. address 2220 Frederic St., Boise, Idaho. Estimated construction cost $8,884, first year operating cost $22,524, revenue $30,000. Mr. McDonald is ofc. mgr., **KGEM Boise.** Mr. Ward is engineer-announcer, **KRKO Everett, Wash.** Announced May 29.

Winner, S. D.—Midwest Radio Corp., granted 1260 kc, 5 kw D, remote control trans. P. O. address % **Robert W. Fouse,** Box 949, Chadron, Neb. Estimated construction cost $24,737, first year operating cost $74,000, revenue $99,000. Principals are ⅓ owners **William H. Finch,** 5.4% interest, **KGOL Golden, Colo.; Richard L. David,** optometrist, and Mr. Fouse, 5.4%, KGOL. Announced May 29.

Madison, Tenn.—Central Bcstg. Corp., granted 1430 kc, 1 kw D. P. O. address % **Walter A. Duke,** Box 464, Springfield, Tenn. Estimated construction cost $28,434, first year operating cost $60,000, revenue $80,000. Principals are half owners **H. C. Young Jr.,** former owner of **WSOK Nashville, Tenn.,** and **WIOK Tampa, Fla.,** and Mr. Duke, ½ owner, **WDBL Springfield, Tenn.,** and 100%, **WDBM Statesville, N. C.** Announced May 29.

Humacao, P. R.—Antonio L. Ochoa, granted 1240 kc, 250 w unl. P. O. address Figueroa St. 613, Santurce, P. R. Estimated construction cost $9,000, first year operating cost $17,570, revenue $32,544. Mr. Ochoa owns Santurce recording firm. Announced May 29.

APPLICATION

Santa Rosa, Calif.—Bay Area Electronic Assoc. 1580 kc, 500 w. D. P. O. address % **John F. Egan,** 300 Montgomery St., San Francisco, Calif. Estimated construction cost $28,118, first year operating cost $42,000, revenue $50,000. Mr. Egan (75%), investment interests, and **Robert Sherman** (25%), advertising interests, will be owners. Announced May 29.

Existing Am Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

KAHI Auburn, Calif.—Placer Bcstrs., 950 kc.

KFLJ Walsenburg, Colo.—Floyd Jeter, 1380 kc.

WZRO Jacksonville, Fla.—Andrew B. Letson, 1010 kc. Changed from WJVB.

WSCM Panama City Beach, Fla.—Mel Wheeler, 1290 kc.

WGOA Winter Garden, Fla.—E. V. Price, 1600 kc.

WCRY Macon, Ga.—William H. Loudermilk, 900 kc.

WFDR Manchester, Ga.—Radio Manchester Inc., 1370 kc.

KLUW Mountain Home, Idaho—Mountain Home Radio Inc., 1340 kc.

KCMB Mission, Kan.—Mission Bcstrs. Inc., 1480 kc.

WHAH Presque Isle, Me.—Northwestern Bcstg. Co., 950 kc.

WDSK Cleveland, Miss.—Lawrence A. Feduccia, 1410 kc.

WAHL Hastings, Mich.—Donald G. Carey, 1220 kc.

KUDI Great Falls, Mont.—Community Bcstrs., 1450 kc. Changed from KBGF.

KTNC Falls City, Neb.—Craig Siegfried, 1230 kc.

WVIP Mount Kisco, N. Y.—Radio Mount Kisco Inc., 1310 kc. Changed from WWES.

KFLY Corvallis, Ore.—Midland Bcstg. Co., 1240 kc. Changed from KCVO.

KLOO Corvallis, Ore.—Pacific States Radio Co., 1340 kc. Changed from KRUL.

KAJO Grants Pass, Ore.—Grants Pass Bcstg. Co., 1370 kc.

WATP Marion, S. C.—Pee Dee Bcstg. Co. 1430 kc.

WEAG Alcoa, Tenn.—Blount County Bcstg. Co., 1470 kc.

KHEY El Paso, Tex.—KEPO Bcstg. Co., 690 kc. Changed from KEPO

KILT Houston, Tex.—The McLendon Corp., 610 kc. Changed from KLBS.

KETX Livingston, Tex.—Polk County Bcstg. Co., 1440 kc.

KFKF Bellevue, Wash.—Bellevue Bcstrs., 1330 kc.

Ownership Changes . . .

APPLICATIONS

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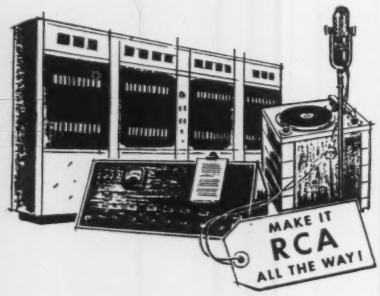

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assignment of license from **Valley Enterprises Co.** to **Salinas Valley Bcstg. Corp.** for $50,000. **John C. Cohan**, 31.88% owner **KSBW-AM-TV Salinas, Calif.** and former 50% owner KVEC-AM-TV, will be sole owner. Announced June 4.

WSIR Winter Haven, Fla.—Seeks control by **Lawrence A. Rollins** through purchase of stock from **Tom Moore** for $38,782. Mr. Rollins, formerly 29.41% owner, will be 50.29% owner. Announced May 29.

KORT Grangeville, Idaho—Seeks assignment of license from **Far West Radio Inc.** to **Kebco Inc.** for $50,000. Principals include **Edward M. Brainerd** (98.6%), free lance radio-tv writer. Announced May 29.

WAAM (TV) Baltimore, Md.—Seeks transfer of control of licensee corporation from **Ben Cohen, Herman Cohen**, et al. to **Westinghouse Electric Corp.** for $4.4 million. Westinghouse Electric Corp. owns Westinghouse Bcstg. Co., licensee of stations in **Boston, Cleveland, Pittsburgh, San Francisco, Fort Wayne, Portland, Ore.** and **Chicago.** Announced June 4.

WMEX Boston, Mass.—Seeks assignment of license from **New England Radio Corp.** to **Richmond Brothers** for $215,000. **Robert S. Richmond** (85%), owner advertising agency, and **Maxwell E. Richmond** (15%), owner **WPGC Morningside, Md.** and **WRNC-FM Oakland, Md.** will be owners. Announced May 29.

KOMA Oklahoma City, Okla.—Seeks assignment of license to **Burton Levine, Arnold Lerner, Myer Feldman, Donald Rubin** and **Harold Thurman** by purchase of stock (14¼%) from **Sol Schildhause** for $42,500. Stock holdings will be Mr. Levine 32%, Mr. Lerner 32%, Mr. Feldman 17%, Mr. Rubin 12% and Mr. Thurman 7%. Announced June 4.

KDHS (TV) Aberdeen, S. D.—Seeks assignment of cp from **Aberdeen Television Co.** to **North Dakota Bcstg. Co.** for $2,447. North Dakota owns **KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck** and **KSJB Jamestown,** all N. D. Announced May 29.

KHEY El Paso, Tex.—Seeks transfer of control of licensee corporation from **KEPO Bcstg. Co.** to **Harvey R. Odom, Eldred O. Smith** and **A. V. Bamford** for $150,000. Mr. Bamford, 50% owner **KHEP Phoenix, Ariz.**, Mr. Odom, 50% owner KHEP, and Mr. Smith, furniture and appliance interests, will be equal partners. Announced May 29.

KPAC-TV Port Arthur, Tex.—Seeks assignment of cp to **Texas Goldcoast Television Inc.** for $150,000. Owners will be **Port Arthur College** (50%) and **Jefferson Amusement Co.** (50%). Announced June 4.

Hearing Cases . . .

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of **Radio Wayne County Inc.**, for a new am on 1420 kc, 500 w, D, in Newark, N. Y., and dismissal of competing application of **Radio Newark Inc.**, at latter's request.

Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of **Palm Springs Bcstg. Corp.** to change facilities of station **KCMJ Palm Springs, Calif.**, from 1340 kc, 250 w, unl. to 1010 kc, 1 kw-D, 500 w-N, DA.

Hearing Examiner Jay A. Kyle issued an initial decision looking toward grant of applications of **Collier Electric Co.** for point-to-point microwave relay stations in **Fort Morgan** and **Sterling, Colo.**, and **Sidney, Neb.**, to relay off-the-air pickup of signals of Denver tv stations to community ant. tv systems in **Sterling, Colo.**, and **Sidney** and **Kimball, Neb.**, provided that Collier will lower its existing ant. tower in Sidney from 745 ft. to a maximum height, including height to tip of ant., of 512 ft. above ground and denial of similar applications of **American Telephone and Telegraph Co.**

FINAL DECISIONS

The FCC (1) denied petition by **WMAY-TV Inc.**, successful applicant in Springfield, Ill., ch. 2 proceeding, to vacate order staying construction pending determination in deintermixture, and (2) granted WMAY-TV Inc., a permit to construct a station conditioned that operation will be on ch. 36 in lieu of ch. 2 specified in the application, subject to engineering conditions and that acceptance by WMAY-TV Inc., of instant grant shall be deemed to constitute a surrender by it of all asserted rights with respect to ch. 2; construction to commence only after specification authorization by the Commission following submission within 30 days of all necessary technical information with respect to operation on ch. 36. Comrs. Mack and Craven abstained from voting.

The Commission denied a petition by **Sangamon Valley Television Corp.** for rehearing and reconsideration of June 29, 1956, decision which denied its competing application in above-mentioned proceeding. Comrs. Mack and Craven abstained from voting. (Text to be printed by GPO in weekly pamphlet.)

The FCC announced its decision of May 29 which (1) denied protests of **WLYC Williamsport, Pa.**, and **WMLP Milton, Pa.**, and (2) reinstated and affirmed Oct. 5, 1955, grant of application by **Williamsport Radio Bcstg. Associates, Inc.**, for new am **(WARC)** on 1380 kc, 1 kw, D, in Milton, Pa. Comr. Hyde dissented; Comr. Bartley dissented and issued a statement.

Petitions . . .

WCOV-TV Montgomery, Ala.—Petition requesting amendment of sec. 3.606 to amend the Table of Assignments by the adoption of either one of the following alternative proposals: (1) that a show cause proceeding be instituted against **WSLA-TV** now authorized to operate on ch. 8 in Selma, Ala., to specify operation on ch. 58; that, upon the conclusion of such show cause proceeding, sec. 3.606 be amended by deleting ch. 8 from Selma, Ala. and assigning it to Montgomery, Ala.; and that a show cause proceeding be instituted against **WCOV-TV,** now operating on ch. 20 in Montgomery, Ala., to specify operation on ch. 8; or (2) that a show cause proceeding be instituted against **WSFA-TV,** now operating on ch. 12 in Montgomery, to specify operation on ch. 26; that a show cause proceeding be instituted against WSLA, now authorized to operate on ch. 8 in Selma, Ala., to specify operation on ch. 58; that sec. 3.606 be amended so as to delete the educational reservation from ch. 26, Montgomery, Ala. and make ch. 12, Montgomery, an educational reservation; and that sec. 3.606 be further amended by deleting ch. 8 from Selma, Ala. and assigning it to Tuscaloosa, Ala. as an educational reservation.

KUTE-FM, WLDM-FM, WHOM-FM, WEAW-FM, WMMW-FM, KRKD-FM, KMLA-FM, WFMF-FM, WMUZ-FM, WMIT-FM, WCAU-FM, WWDC-FM, KSON-FM, KDFC-FM, KITE-FM, WPEN-FM, WHBL-FM—Petition requesting amendment of sec. 3.293 so as to change the provision that requires that the Subsidiary Communications Authorization (SCA) convert their simplex operations to multiplex by 7-1-57 and to provide for issuance of SCA's on a simplex basis to expire on 7-1-58, or a later date, and for such other relief as may be necessary to permit fm stations engaged in functional music operations on a simplex basis to continue those operations until such time as they are able to obtain and install satisfactory equipment for conversion to multiplex operation.

WAKR-TV Akron, Ohio—Petition requesting amendment of sec. 3.606(b) to amend the Table of Assignments so as to delete ch. 12 from **Erie, Penna.**, reassign it to the hyphenated communities of **Akron-Cleveland, Ohio,** issue simultaneously with the proposed rule making, an appropriate order directing the petitioner to show cause why its authorization for ch. 49 should not be changed to ch. 12 and make other changes in existing television assignments in the Erie, Penna. and **Clarksburg** and **Weston, W. Va.** areas; In the alternative, switch chs. 5 and 12 at Weston and Clarksburg, W. Va. so that ch. 5 is allocated to Clarksburg, W. Va. and ch. 12 to Weston, W. Va.

PETITIONS FOR RULE MAKING DENIED

WNAO-TV Raleigh, N. C.—Petition requesting amendment of sec. 3.606(b) of the Rules by the issuance of rule making so as to delete ch. 5 from Raleigh, N. C. and add uhf ch. to be selected by the Commission and reserved for educational use; also to reassign ch. 5 to Rocky Mount, N. C. Supplement to petition of 6-28-56 requesting that the assignment to Raleigh, N. C. be as follows: chs. 22, 28, 44 and 50.

WTVK-TV Knoxville, Tenn.—Petition requesting amendment of part 3 of the Rules by the issuance of a rule making looking toward the deintermixture of Knoxville, Tenn. and Spartanburg, S. C. by adding ch. 7 to Knoxville, Tenn. It is also requested that the Commission issue an order to show cause why petitioner's present uhf assignment should not be changed to the proposed vhf assignment.

Philipsburg-Clearfield Television, Clearfield, Pa.—Petition to amend sec. 3.606 so as to allocate ch. 3 to Clearfield, Pa.

WAYS (TV) Charlotte, N. C.—Petition requesting amendment of sec. 3.606 by instituting rule making so as to delete ch. 9 from Charlotte, N. C., and to add in lieu thereof chs. 20 and 77.

INSTRUCTION

The Commission on June 5 directed preparation of a document looking toward denial of petitions for rehearing, reconsideration and stay of Commission's decision of March 6 granting **Crosley Broadcasting Corp.** construction permit for new tv on ch. 13 in Indianapolis, Ind., and denying competing application of **Indianapolis Broadcasting Inc., WIBC Inc.,** and **Mid-West TV Corp.**

Routine Roundup . . .

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 31

WILZ St. Petersburg Beach, Fla.—Granted mod. of cp to change trans. location, type trans., specify studio location.

WSYE-TV Elmira, N. Y.—Granted mod. of cp to change ERP to vis. 120 kw, aur. 60 kw, specify studio location, change type trans. and for waiver of sec. 3.613 of the rules.

KWJB-FM Globe, Ariz.—Granted extension of completion date to 8-17.

Actions of May 29

Needles Community Television Club, Needles, Calif., Gas City, Ariz.—Granted assignment of cp to Needles Community Television Club, Inc.

KICA-TV Clovis, N. M.—Granted license for tv station (ch. 12).

WLBT (TV) Jackson, Miss.—Granted license for tv station (ch. 3).

KLRJ-TV Henderson, Nev.—Granted license for tv station (ch. 2).

WEAU-TV Eau Claire, Wis.—Granted extension of completion date to 8-12.

Actions of May 28

WRTI-FM Philadelphia, Pa.—Granted cp to change ERP to 790 watts, ant. height to 125 ft., make changes in trans. and change ant. system.

KHFI (FM) Austin, Tex.—Granted cp to change ERP to 780 watts, ant. height to 52 ft., change type trans. and ant. system.

KETV (TV) Omaha, Neb.—Granted extension of completion date to 12-27.

Actions of May 27

KFLJ Walsenburg, Colo.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control.

WBIL Leesburg, Fla.—Granted mod. of cp to change ant.-trans. location and change type trans.

WFDR Manchester, Ga.—Granted mod. of cp to change ant.-trans. location and studio location.

WGCS Arlington, Fla.—Granted mod. of cp to change ant.-trans. and studio location.

KACE Riverside, Calif.—Granted extension of completion date to 7-10; conditions.

WHTG Eatontown, N. J.—Granted extension of completion date to 10-24.

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Help Wanted

Management

Growing eastern chain needs assistant managers immediately. **Prefer someone who is presently a chief announcer,** program director or salesman with announcing background. **All applicants must be married, must have car, must be willing** to locate permanently in a growing organization. **Excellent salary and bonus arrangement. Promotion** to manager assured eventually. **Send tape, resume and photo to Box 590G, B•T.**

General manager wanted for metropolitan market. Must have sound sales experience in smaller market. Ambitious for advancement. Write Box 761G, B•T.

North central major market station **seeks aggressive manager** who can document successful record in sales and station management responsibility. Air Mail substantiating resume preliminary to interview. Box 857G, B•T.

Hawaii. Radio sales manager. Write full qualifications. Box 920G, B•T.

Station manager wanted for Boston independent station. Must have sound administrative, programming and sales supervision experience. Salary plus generous incentive program commensurate with ability. Replies will be kept confidential. Apply Box 937G, B•T.

General manager, must be financially able to purchase 25% interest in powerful independent in metropolitan market. Box 996G, B•T.

Sales

If you are between 25 and 30 with a year's sales experience. We have an unusual opportunity to insure your present and future. Unique chance. Write Box 735G, B•T.

Sales manager and two experienced salesmen for growing North Carolina chain, must have proven record of sales, send full information and picture to Box 893G, B•T.

Sales manager for single station market, 16,000, south-south central. $100 weekly plus percentage gross or net after three months depending results. Box 899G, B•T.

Experienced radio salesman for prosperous central Pennsylvania market. Supply employment record and minimum income requirements with application. Box 940G, B•T.

Sales position with old established CBS affiliate, market of 800,000. Guaranteed salary against commission. Sales management position possible within year if you can qualify. Send resume and picture first letter. Box 946G, B•T.

Somewhere, perhaps in a neighboring state there is a man who is ready to move to a larger market. We're only 100 miles from Hollywood. If you can sell, not clerk, if you're aggressive, if you like to work, if you can bill $3,000 a month and can prove it by your present billing write, tell all, include picture. Box 972G, B•T.

Experienced salesman wanted immediately for 1000 watt independent. We'll pay well for proven ability. Box 992G, B•T.

Hustling sales manager wanted immediately for established kilowatt daytimer. Contact Bob Morey, KDKD, Clinton, Missouri.

Salesman for fast growing station in good regional market. Salary plus commission. All replies given full consideration. KFRD, Rosenberg, Texas.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape to KSCB, Liberal, Kansas.

Intermountain west, 5000 watt network station has excellent opportunity for radio salesman. Must be stable and approved producer, KSEI, Box 31, Pocatello, Idaho, phone 4000.

RADIO

Help Wanted—(Cont'd)

Sales

Opening new station, splitting personnel. Need one salesman, one announcer, one announcer-engineer. Radio Station KVOU, Uvalde, Texas.

Sales manager or program director. Permanent, excellent opportunity with good future. No drinkers or floaters need apply. Radio Station KWOC, Poplar Bluff, Missouri, A. L. McCarthy.

Salesman-announcer, western Michigan daytime independent needs experienced key-man. Salary plus commission. Good pay for a good man! Write or wire Joe Butler, WKLZ, Kalamazoo.

We have interviewed dozens of men but are still looking for the salesman we want. If you can do a good job for an NBC owned station in a rich market, write, wire or phone Gustav Nathan, WKNB, West Hartford 10, Conn.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word** *$2.00 minimum*
- **HELP WANTED 25¢ per word** *$2.00 minimum*
- **All other classifications 30¢ per word** *$4.00 minimum*
- **DISPLAY ads $15.00 per inch**

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Account executive for music-news, guarantee $125.00 per week (not draw) or 15 percent whichever is greater. No ceiling on earnings. Top Pulse station. No restricted list. Easy to make $12,000 year. Send full information to WLLY, Richmond, Virginia.

Announcers

Wisconsin news, music station wants first ticket combo man. Box 716G, B•T.

Girl disc jockey. Must have personality and ability. Air and other work in station. Box 778G, B•T.

Combo, man, 1st phone, emphasis on announcing $85 per week. Minnesota station. Box 853G, B•T.

Experienced negro dj with good voice and personality wanted by a leading negro station. Send tape with resume. Box 923G, B•T.

Excellent opportunity for all-around radio and tv announcer. Strong on play-by-play. Must have five years experience. One of top 30 markets in country, 3rd in Pennsylvania. Send resume, tape and picture first letter. Box 945G, B•T.

Job with a future for qualified staff announcer with several years deejay experience Illinois kilowatt independent. News writing ability helpful. Liberal bonus, other fringe benefits, personal interview necessary. List age, education, experience in detailed resume. Box 822G, B•T.

Top station major market looking for personality deejays. Good pay for real producers. Send tape, resume and picture to Box 981G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Opening for first class announcer-engineer at 5 kw independent. Also need radio time salesman: substantial guarantee, high commission. For either position send recent photo, qualifications, and if possible taped voice sample. KCHJ, P. O. Box 966, Delano, California.

Immediate opening for good experienced announcer with excellent voice, capable of modern fast pace music and news with good commercial selling ability and production of sports. $85.00 week. Send tape, photo and resume. KCMC AM-FM, Texarkana, Texas.

Announcer-radio really good dj and staff man, will pay salary requirements right man. Smaller market, long established good network station, exceptionally pleasant little city of 18,000, good conditions, prefer midwesterner, must be thoroughly experienced and good. Send tape and letter with employment record, no letters answered without tape. Tapes returned promptly, letters held in confidence. No phone calls, address Manager, KATE, Albert Lea, Minnesota.

Need immediately pop dj-music director for central Kansas outstanding 1,000 watt music-news. Town of 42,000 you'll like. Salary open, talent paid on personal appearances. Expanding organization wants an experienced air man capable of growing into management. Airmail complete background, photo, taped commercials, ad libs and news. J. D. Hill, KWHK Hutchinson, Kansas, "Where Agriculture and Industry Meet."

Tampa's most influential radio station **needs a** young, production-minded crackpot. WALT offers an opportunity for a live-wire announcer, production-man in a position of growing importance. Send tape, resume, photo to Production Manager, WALT, Tampa, Florida. State base salary requirements.

Wonderful opportunity for announcers with fundamental broadcast experience. Favorable working conditions. Send tape, photo and resume to Radio Station WARK, CBS, Hagerstown, Maryland.

Are you an experienced radio man with a top quality voice? If so, you're the man we're looking for. Brand new operation on the air soon. Salary commensurate with voice and ability. Rush your tape and letter to WDOL, P. O. Box 429, Athens, Georgia.

Experienced combo man, accent on announcing, workable knowledge of engineering, first phone. Job pays $100 a week. Send tape and resume to WHUC, Hudson, New York.

Good pay for the right man. Must have good voice, able to ad-lib, with plenty of sell, quality and production conscious, collect and write news, write commercial copy, must be absolutely dependable, must be full of enthusiasm and have excellent character. Send full resume, tape and salary requirements or apply in person to Monroe MacPherson, WION, P. O. Box 143, Ionia, Michigan.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

Announcers wanted for new station in beautiful Florida community. Must have first class license, do not apply unless you are experienced and capable of good straight announcing. Rush tape and details to Rex Parnell, Station WTHR, Edgewater Gulf Beach, Panama City, Florida.

Announcer-engineer with first phone. Modern conditions. Soon 5,000 watts. Contact immediately General Manager, WWHG, Hornell, New York.

Announcer for local station in Georgia—college town. Send tape, details to WWNS, Statesboro, Georgia.

NO MATTER HOW **you look at it, a classified ad on this page is your best bet in getting top-flight personnel**

RADIO

Help Wanted—(Cont'd)

Technical

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 626G, B•T.

Engineer to cover several states, installing and servicing specialized audio devices. Good salary plus expenses. Transportation supplies. Application should include list of experiences and references. Personal snapshot must be included (not returnable). Box 775G, B•T.

Chief engineer for complete charge of southeastern 1 kw daytimer. Present chief leaving after seven years to enter own business. Excellent operation desiring experienced first class engineer with interest and proven ability in engineering. Starting up to $125.00 per week depending on ability. Complete resume and references first letter. Box 924G, B•T.

Engineer-announcer with first class ticket and ability to write and air local news. $110 for 42-hour week. Midwest. Box 942G, B•T.

Chief engineer, midwestern university, prefer E.E. grad. with experience in radio and Vidicon television. Salary $5000-$6000 depending upon qualifications. Send detailed resume. Box 963G, B•T.

250 watt, AM station in pleasant New England community. Stable 20 year old station planning all new facilities. Seeks chief engineer with at least 3 years AM operating experience, capable of assisting in planning, installation and operation of all-new antenna and remote control transmitter equipment. An interesting challenge with proper remuneration to the right man. Box 971G, B•T.

Combo man—must have first phone some hillbilly and/or pop experience. Excellent opportunity, top company, Box 989G, B•T.

Wanted: Man with first-class phone for engineer position with small radio station. If interested write, Manager, P. O. Box 950, Dillon, Montana, stating qualifications and salary.

First phone combo, strong on announcing. If you want a permanent position, chance for advancement, friendly midwestern neighbors, amiable fellow employees, new building to work in, good salary, wire immediately, KCIM, Carroll, Iowa.

Hams attention! If you have first class ticket, can announce, want big future local radio in untapped market, write, wire, phone, Lee Smallwood, Chief Engineer, KCRE, Crescent City, California. Station changing frequency, increasing operating hours, emphasizing local programming, northwestern California independent.

Chief engineer new 500 watt daytime Long Island, New York, KNLW, equipment installation immediate, Mohawk 9-8348.

Wanted immediately, engineer for chief engineer's position at 250 watt northern California station. Must have first class license and have some announcing and board experience. Good salary. Contact KUKI, Ukiah, California.

Chief engineer with good announcing voice. Must be able to maintain composite equipment. Send full details and tape. KWG, Stockton, California.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-31381, WACB, Kittaning, Penna.

Immediate opening for first phone technician. Must have car. Permanent position. Contact at once, Frank Laughlin, WGEM - AM - FM - TV, Quincy, Illinois.

Wanted: Engineer with good hands and a head on his shoulders who likes broadcasting. I offer you: adequate pay, a congenial and understanding boss, and a challenging job with a small-market 5000-watt full-time station. Experience desirable but not essential. Contact: Chief Engineer, WCOJ, Coatesville, Penna.

First phone engineer-announcer for permanent position with progressive newspaper owned am and fm station located in heart of northern Indiana's lake region. Interested men may call collect. Fred Gesso, WRSW, Warsaw, Indiana.

First class engineer for 5 kw am transmitter. Immediate opening with a top NBC station. Contact Allan Burgess, WSYR, Syracuse, New York. Phone Granite 1-7111.

Chief engineer to locate 25 miles south of Miami, Florida, near the Florida Keys, world famous fishing grounds and the nation's finest climate. Plenty of recreation and relaxing in the sun but will expect some work for we are opening a new station; must be able to construct and be responsible for operation when on air. If can announce will help, contact at once, South Dade Broadcasting Co., Box 502, Homestead, Florida. Merritt Hilliard, Mgr., phone Circle 7-1345.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Radio copywriter wanted by top southwestern station. Must be professional. Box 753G, B•T.

Continuity writer for large independent station. Excellent salary. Box 779G, B•T.

Where are the good publicity and exploitation men? We need the kind with ideas coming out of his ears! This is a major midwestern 50,000 watt indie. Rush details to Box 993G, B•T.

Wanted for immediate opening, a combination sports and program director. Starting salary for qualified man $350 per month. Send audition tape, photo and resume to Radio Station KBMN, Bozeman, Montana.

Local station, emphasizing local programming, needs newsman-salesman, untapped market, unlimited sales, all-around radio man wanted, ham operator preferred. Contact KCRE, Crescent City, California.

Experienced news man with good voice and delivery. Send tape and resume to Program Director, KREM, Spokane, Washington.

Copywriter. Experienced. Write to WEOK, Poughkeepsie, New York.

Young woman continuity writer. Immediate opening, qualified by experience or college training in journalism or radio speech, write advertising copy. Fulltime, must be proficient typist. Personal interview required. WKAN, Kankakee, Illinois, 36633.

Experienced newsman for growing news operation covering four counties. Send resume and tape to WLNA, Peekskill, New York.

Young man with broadcasting experience and interest in creative work in radio and film, for instructorship, Department of Journalism and Communications, Washington and Lee University. Write to O. W. Riegel, Box 925, Lexington, Va.

RADIO

Situations Wanted

Management

Sold on radio and selling it. Proven ability to train and manage staff as a close-knit, productive unit. Salesman for seven years, last two as sales manager and manager of 5 kw. Family man, 31. Present income $9100.00. Manager or commercial manager. Prefer midwest or southwest. References. Box 885G, B•T.

Consistent sales builder wants management of eastern medium-small station, 14 years experience, all phases radio-tv. Box 904G, B•T.

General manager: Man with proof of ability to build ratings, increase sales, and show profit in competitive market. Now employed but wants change. $20,000 minimum. Box 925G, B•T.

Station sold, manager needs job, Illinois, Missouri, Indiana, 34, married, 10 years radio. Box 951G, B•T.

Manager. Young, aggressive, experienced. Assistant manager, metropolitan independent, ready for advancement. Medium market, metropolitan station. Best references: past, present employers. Box 954G, B•T.

Successful manager, age 34, midwest medium market, billing exceeds ¼ million, available immediately. Strong in sales, proven record, top references. Box 957G, B•T.

General manager or station manager position. Now commercial manager. 1st phone, good voice, family man. 9 years experience. Give me details, non drinker, civic minded. Box 967G, B•T.

Manager-chief engineer. 15 years experience am-fm and tv including extensive administrative background at network center and smaller stations. Prefer east coast area. Box 984G, B•T.

Ideal small market manager. Experienced management, programming, sales. Details, references. Box 985G, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales

Experienced salesman-announcer seeks California opening. Write Box 926G, B•T.

Eight years experience all phases. Veteran. Presently sales-promotion manager with progressive kilowatt independent. Seeks advancement. Tape, resume, photo upon request. Available immediately. Box 927G, B•T.

Young, aggressive, personable. Desires combination sales—sports play-by-play. For tape and further information write Box 941G, B•T.

Sales manager, experienced announcer, newscaster, 1st ticket, married, veteran, dependable. Box 964G, B•T.

Young woman, 5 years in radio sales. Experienced in all phases of radio. Degree in advertising. Seeking position as sales manager of small live wire independent. Excellent references. Box 988G, B•T.

Announcers

Negro dj, versatile, all phases. Good board operator, travel. Box 874G, B•T.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 875G, B•T.

Girl-personality, dj. run own board, eager to please. Free to travel. Gimmicks and sales. Box 877G, B•T.

Play-by-play, staff 3 years experience. Northeast or midwest. Air check. Married. Box 916G, B•T.

Exceptionally fine newscaster; commercial announcer. Versatile all phases of announcing. Board. Limited experience. Bachelor of Speech Degree. Prefer Wisconsin, Minnesota or Michigan. Consider everything. No phony; diligent worker. Tape on request. Box 922G, B•T.

Experienced announcer, presently employed, desires to move up, interested in working for progressive station in the vicinity of Virginia-North Carolina. Box 928G, B•T.

Experienced staff-pop deejay. Absolutely no racial accent, negro. Successful with public in southern border state. Positive will be even more successful with public in Great Lakes, east, midwest, Canada. Desire city, population no less than 40,000. References. Box 932G, B•T.

Smooth mature announcer, know good music and production. Request personal interview. Fully experienced, details on request. Box 934G, B•T.

Announcer, married, veteran, college degree, one year experience, strong on play-by-play and news. Experienced in copywriting and news writing. Box 935G, B•T.

Highly-rated dj in metropolitan market near New York seeks major market dj opening preferably east coast. 3 years experience. Box 959G, B•T.

Here's a switch! General manager, salesman, program director wants to trade desk for microphone! Excellent newscaster. Cordial interviewer. Six years reading and adlibbing spots that sell. Seasoned. Married. Relocate August. $100.00 minimum. Professional organization send now for tape and story. Box 961G, B•T.

Morning-staff man. Two years at top midwestern kilowatt. Ready for advancement. Married, vet. Box 965G, B•T.

10 years announcing sports-news. Interested progressive station. Available immediately. Box 966G, B•T.

All-round staff announcer. Family man, strong on news, pop and gospel. Also hillbilly character voice. Box 968G, B•T.

Fast paced dj with three years experience good commercial, family. Box 953G, B•T.

College grad. SRT trained. Strong on news commercials, classics. Board operation. Box 973G, B•T.

Combo man relocated on West Coast, would appreciate hearing from stations interested. Available immediately. Box 977G, B•T.

DJ morning, 3 years experience, radio school trained, 2 years college, 27, single. Also parttime sales desire N. J., Conn., other replies considered. Box 979G, B•T.

Sports director, play-by-play, news, sales. Two years present location, desire bigger market. Box 982G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, 10 years solid commercial experience. Interested all offers anywhere. Box 983G, B•T.

Country and western deejay with first phone. Thoroughly experienced. Can also handle news and staff announcing if needed. Young, married. Cities over 100,000 only. No maintenance. Box 987G, B•T.

Vet, 25, desires immediate position as staff announcer in Penna., Ohio, W. Va. Minor experience, tapes available. Box 997G, B•T.

Announcer—4 years experience all phases. Strong on sports, play-by-play. Good references. Available immediately. Al Cooper, 5910 Webster Street, Phila., Penna., GR 6-3548.

First phone announcer. Former Air Force communications officer, married, Florida college graduate, seeks Florida position. Tape from Bill Draper, 24 Lee, Rockville Centre, New York.

News, sports, dj—Experienced, radio and television, college graduate, Harvard. Vacationing in San Francisco. Will relocate, George Hershey, General Delivery, San Francisco, California.

Technical

1st phone man (negro). No experience, student-to-be in L. A. Raleigh Sapp, 4933 Minn. Avenue, N. E., Washington, D. C.

Programming-Production, Others

Experienced women's director, some tv. Versatile, strong sell, community relations—well versed other station functions. Wishes to relocate with progressive organization, larger market. Professional growth potential important. Box 742G, B•T.

Ambitious, young talent with ideas, looking for bottom of the ladder to top radio production position in larger market. Married, college graduate, 21, five years experience in medium market. Permanent. Will travel anywhere. Box 949G, B•T.

Program director—15 years experience, radio-tv. Married, want permanency. Also specialize sports, special events. Box 960G, B•T.

Radio playwright-author-producer and news director. Original 15-minute plays or serials based on local history a specialty. Sober, no drifter, references. Box 980G, B•T.

Experienced copywriter. Available immediately. Full resume and sample copy on request. Box 986G, B•T.

TELEVISION

Help Wanted

Management

Sales manager with energy and ideas can go far in this job with vhf in rich southwest market. Box 749G, B•T.

Promotion manager VHF television only, Denver. Prefer TV promotion experience in west. Submit qualifications and salary to Box 865G, B•T.

Sales

Hard-working commercial manager for established vhf station in one of Texas' fastest growing markets. Box 750G, B•T.

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Salesman, television. Active account list of local and area clients. Position open immediately. Base and incentive plan. Old established operation with excellent network, facilities and wide acceptance. Southern area. Give complete story with photograph, first letter. Box 817G, B•T.

Experienced salesman with good record to join happy, well-paid staff, Iowa, full power, VHF, CBS high-rated operation. Box 848G, B•T.

Have sales and announcing position open at VHF Network station. Located in one of the fastest growing sections of the southwest. Contact Box 910G, B•T. for full particulars.

TELEVISION

Help Wanted

Announcers

Announcer. Pennsylvania station wants man for on-camera and booth work. Good salary for the right applicant. Send photo and resume to Box 847G, B•T.

Television-radio announcer with quality voice, pleasing appearance and ability to sell product. Texas stations. Box 748G, B•T.

Producer-announcer with ideas, energy. Texas station. Box 752G, B•T.

TV announcer for staff expanding midwest television station. Must have radio experience. Send full information, including photo and salary requirements, to Program Director, Post Office Box 470, Rockford, Illinois.

Announcer with sell ability with several years experience needed for capital city of Wyoming. Progressive organization, $85 a week to start. Contact Keith Ashton, Chief Announcer, KFBC-TV, Cheyenne, Wyoming.

Florida vhf seeking announcer-director with commercial television experience. Position available immediately. Top pay for right man. Tape, brochure, picture to Program Director, WCTV, P.O. Box 3166, Tallahassee, Florida.

Technical

Transmitter engineer for mid-west station. One of nation's top stations. Salary, vacations, other benefits above average. Finest equipment. Radiotelephone First License required. State experience, education, and provide a recent snapshot. Box 800G, B•T.

Immediate opening for first phone technician. Must have car. Permanent position. Contact at once, Frank Laughlin, WGEM - AM - FM - TV, Quincy, Illinois.

Programming-Production, Others

Director-announcer with dependability and originality. Must be able to switch. Box 746G, B•T.

Film editor with good background. Texas vhf. Box 747G, B•T.

Continuity writer, television-radio experience. Must be able to turn out copy with speed, imagination. Box 751G, B•T.

Director-announcer, midwest NBC-TV affiliate, medium market. Emphasis on direction. Send a photo and resume to Box 851G, B•T.

Midwest VHF television newsroom needs newsman and sports director. Both do air work. Send pictures, tape and details. Box 929G, B•T.

TELEVISION

Situations Wanted

Management

General manager available. Now operating successful UHF in VHF market. Strong on sales, programming and all departments. Background includes successful radio and TV management. Prefers south or southwest. Box 948G, B•T.

Operations manager, assistant manager, or department head. Thorough television experience, small, medium, major markets—commercial production, programming, promotion, station operation. Excellent references. Employed. Box 955G, B•T.

Successful radio manager age 34, desires transition into tv. Salesman. Proven sales record in radio. Now in midwest medium market. Available immediately. Top references. Box 958G, B•T.

Administration. Female, 7 years tv experience. Strong national sales background with sound programming ability. Record available upon request. Top references. Prefer southwest. Box 976G, B•T.

Sales

Creative salesmanship, not hot air. 30 years old, university graduate with a background that invites comparison. Top performance record with 7 years experience in medium and major markets. Wish to relocate in competitive market, west coast. Box 930G, B&T.

Eleven years sales, including three sales manager. Good record, best references, family, active in community affairs. Can make you money. Box 974G, B•T.

National sales manager. Female, 7 years tv experience. Proven record. Excellent references. Box 975G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Sportscaster, 9 years experience, radio-tv. Wants major market shot. Top tv-radio play-by-play all sports, MC, public relations, news, prefer radio-tv combo. Family, vet, college grad., currently employed. Top references, sof audition, tapes on request. Box 861G, B•T.

Top-flight tv commercial announcer desires position large midwest market. Box 931G, B•T.

Programming-Production, Others

Alert news photographer, experienced all phases television photographic production, editing, news writing. Organizational ability. Wishes to progress with expanding tv station. Box 860G, B•T.

Young woman, college graduate, 10 years experience radio-tv traffic and operations management, wishes to relocate with progressive tv station in larger market. Box 863G, B•T.

Television work desired. Many years radio. Travel for interview. Box 921G, B•T.

Producer: Congenial and creative, will work with staff for top local productions. Radio and television experienced. Box 933G, B•T.

Director: Third year 2 million market vhf. Seven years "live" tv-radio announcing. Single, 27, degree. Box 936G, B•T.

High "caliber" director, gunning for better position. Young, versatile, talented. Box 939G, B•T.

Operations manager, assistant manager, department head. See advertisement under "Management." Box 955G, B•T.

Solid experience all phases radio-tv news. English Degrees, resonant voice. Now in major market's leading radio-tv. Want challenge, responsibility in news operation. Box 962G, B•T.

Newsman, two years radio. Would like tv or combination operation. Television trained. Masters in Journalism, veteran, 29, single. Box 970G, B•T.

Making Friends... Influencing People

Employers like our prompt friendly service. They look first to BROADCASTERS for solution of every personnel problem because each candidate's qualifications are clearly set forth in a professionally prepared resume and report of reference investigation. Each candidate has been carefully screened by specialists who KNOW radio and television.

Placement clients soon become our friends. They like the personal attention we give to the furtherance of their careers, our lower fees and ready willingness to WORK in their behalf.

CONFIDENTIAL CONTACT NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

HOWARD S. FRAZIER, INC.
333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

FOR SALE

Stations

Midwest, daytime station, single station market, $48,000 full price, $18,000 cash, balance terms. Box 841G, B•T.

Single station small market middle south $40,000 total price, some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Sold. 40% of all the broadcast stations listed with this agency since its establishment. Private, confidential service. Ralph Erwin, Broker, Tulsa.

Far northwest, 250 watts, market of 41,000 netting 18% on $45M, 5½ acres, 50 x 30 building, 205 ft. tower. Price $58,000 with $19M down and $350 month. Owner will stay reasonable time as manager, if wanted. Our No. 9906. May Brothers, Binghamton, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our **free** bulletin of outstanding radio and tv buys throughout the United States. **Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.**

Florida medium size market with balance between industry, government services and tourist trade. Profitable. $100,000 total price. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

Tapak, portable recorder, hardly used, price $250 cash. Box 842G, B•T.

Raytheon 250 watt transmitter tubes and crystals for 1400 kc, excellent condition. Raytheon console to match. Two CB-11 Gates turntables like new. 300 feet coax cable, enough strand for a 200' tower. Did not get CP. Will sell all for $2,100. Box 994G, B•T.

For sale: Gates 1,000 watt transmitter, used 2 years in daytime station; Gates monitors; 225 foot tower, with lights and light controls, now standing; co-ax cable, 1 RCA turntable with pick-up and filter; 1 cabinet back; one open rack; one PO 3 RCA remote amplifier; Altec limiter; monitor speakers and cabinets and other miscellaneous items. Write WDOR, Sturgeon Bay, Wisconsin.

1954 model Gates remote control unit, complete, $1300.00. Following items on best offer basis; 1 Gates tower choke, Cat. #M-3936 (3 section); 1 Gates antenna coupler, Cat. #44 (minus meter); 1 diode type rectifier for remote antenna meter; approximately 800 lbs. #8 soft drawn bare copper salvaged radials, good condition; tubes, 4-802, 3-872A, and 3-814. Contact WDSR, Lake City, Florida.

Mobile Broadcast Studio. Converted air-line bus. Completely equipped. Reliable range 20 miles. WEOK, Poughkeepsie, N. Y.

For sale: one new Bliley Electric Company crystal, plug in type to fit transmitter for 1570 kc, type number BH8, serial number 554. Also, one 1570 crystal for General Radio Company frequency monitor. Will sell both for $120.00. Write P. O. Box 644, Brookhaven, Miss.

WANTED TO BUY

Stations

Attention owners of radio stations. I will purchase a fairly priced radio station. Box 938G, B•T.

Principal with radio and financial background interested in midwestern radio properties in primary and secondary markets. Inquiries direct from owner only will be given fullest consideration on a cash or term basis, provided however price is realistic and predicated on sound business basis. No brokers please. Box 950G, B•T.

Texas broadcaster has down payment for small southwest radio station. Replies confidential. Box 978G, B•T.

WANTED TO BUY—(Cont'd)

Cash buyers for 250 watts in Maryland, Pennsylvania, Florida; 500 watts Florida, New York; 1000 watts Colorado. Non-publicity guaranteed. May Brothers, Binghamton, New York.

WANTED TO BUY

Equipment

Wanted—two Collins antenna rings for low end fm band and for 1⅝" line mounting. Rings without line or with damaged insulator can be used. State price, condition and actual location. Box 944G, B•T.

Wanted, Channel 12 6 bay antenna, or will consider RCA high band 6 bay antenna for channel change. Contact Bill Kolb, KVSO-TV, phone 3030, Ardmore, Oklahoma.

Wanted—Coils, capacitors and rf change over relays for building a 5 kw phasor on 1390 kc. Send list of what you have with prices. WEAM, 2041 Wilson Blvd., Arlington, Va.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone **FLeetwood 2-2733. Elkins Radio License School, 3605 Regent** Drive, Dallas, Texas.

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

SERVICES

Resume trouble? Do-it-yourself resume kit will assist you find the position you want. Professionally designed to form six attractive brochures. Ready to mail as soon as you enter your personal data. Only $2.00, Sterling, 192 North Clark Street, Dept. 5, Chicago 1, Illinois.

RADIO

Help Wanted

Announcers

NEGRO DJ—SALESMAN

Progressive station in major midwest market with large Negro population looking for well experienced DISC JOCKEY who can sell and service his own air time. Must be forceful air-personality, good salesman, working hard long hours. Experience in announcing and selling essential. Opportunities unlimited — right man can earn over $15,000. Mail full particulars and audition tape to

Box 911E, B•T

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in following territories:

Mountain States
Southeast
Midwest

Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

BOX 990G, B•T

RADIO

Help Wanted—(Cont'd)

Sales

SALES ADMINISTRATION

Broadcast equipment manufacturer has openings in important sales positions in home office. Applicants should have top knowledge of equipment field combined with deep interest in sales. Travel occasionally. Technical background essential with ability to coordinate and inspire. Excellent opportunity for growth with top company. Good salary and ideal living conditions in midwest community. Many company benefits. Send resume.

BOX 991G, B•T

TELEVISION

Help Wanted

Sales

TV SALES

Excellent Income

Local-regional position available within 3-6 weeks and you should be available within that time. Major network station, excellent market, eastern. Salary and commission. Send full details and include photo.

Box 816G, B•T

Announcers

IMMEDIATE OPPORTUNITY AVAILABLE for a top-notch television newscaster in a major midwest market. Must have dynamic on-the-air PERSONALITY. Send resume and kinescope.

Box 947G, B•T

TELEVISION

Situations Wanted

Programs-Production, Others

PRODUCTION MANAGER

Seeks flexible opportunity in solid operation. Married, 33, two children, college degree. Intimate working acquaintance all phases of studio and remote tv production. Have written, coordinated and produced wide variety of live production. Radio and tv continuity experience covers ten years, major accounts. On air work has included average range of duties, commercial and news in particular. Heavy responsibility in personnel and public relations capacity during past seven years. If this background can be utilized in your "Solid" operation, contact Box 943G, B•T.

TELEVISION

Situations Wanted

Programming-Production, Others

PROGRAM DEVELOPMENT

Agency man has ideas for TV programs. Interested in independent production in New York area; like to discuss collaboration with someone now active, experienced in medium and market. Can contribute to costs.

Box 952G, B•T

FOR SALE

Stations

SOUTH CAROLINA

Single station market near playgrounds. Priced at gross $50,000.

PAUL H. CHAPMAN COMPANY
STATION BROKERS
84 PEACHTREE • ATLANTA

FOR SALE

Equipment

TEN AMPEX 350 RECORDERS AVAILABLE FOR JUNE DELIVERY
ALL NEW—FACTORY PACKED

Rack Mounts, Portables, consoles

At regular Net Prices

Write or call collect to:

HIGH FIDELITY UNLIMITED

935 EL CAMINO REAL
MENLO PARK, CALIFORNIA
DAVENPORT 6-5160

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

INSTRUCTION

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write or phone

SCHOOL OF ANNOUNCING
5840 Second Blvd.
Detroit, Mich. BR 3-0001

MILESTONES

CREI Marks 30th Birthday

CAPITOL Radio Engineering Institute, Washington, D. C., last week celebrated its 30th anniversary with a banquet at the Mayflower Hotel. The institution with both residence and correspondence divisions was founded June 1, 1927, by E. H. Rietzke, who had developed the first "vacuum tube course" for U. S. Navy's Advance Radio Materiel School. The resident school now numbers 500, with students from 22 foreign countries, and correspondence enrollment exceeds 14,000. The anniversary banquet, addressed by CREI President Rietzke, George Bailey, executive secretary of the Institute of Radio Engineers, and by Dr. Henry Armsby, chief for engineering education of the U. S. Office of Education, was attended by representatives of industry, goverment and the student body.

► **Tom Harmon,** sports director, KNX Hollywood and Columbia Pacific Radio Network, on May 21 broadcast his 1,000th edition of *Texaco Sports Final* (Mon.-Sat., 5:30-5:45 p.m. EDT).

► KBIG Avalon, Calif. (Los Angeles) celebrated its 5th birthday, June 1.

► **Essie Rupp,** director of music and continuity, WCKY Cincinnati, was initiated into station's 20 Year Club, composed of active employes with 20 years or more of service. She was presented with a $1,000 savings bond at special luncheon.

► *When a Girl Marries* (ABC, Mon.-Fri., 10:30-10:45 a.m. EDT) marked its 19th year on network May 27.

THRIFTY Drug Stores and KLAC Los Angeles, have begun a celebration of their 10-year association. Opening a two-week promotion of the event are (l to r) Morton Sidley, general manager of KLAC; Mortimer Hall, station president; Manny Borun, vice president of Thrifty Drug Stores, and Morry Axelrod, advertising-merchandising manager of the southern California chain. Thrifty Drug has aired more than 57,000 of the station's Big Five disc jockey shows during the decade and currently is running a schedule of 110 segments a week, with spots hourly, 24 hours a day, seven days a week. When the firm opened its 140th store last Thursday at Redondo Beach, KLAC disc jockeys headlined a stage show.

SERVICES

WE BUY YOUR FILMS

If your tv station does not have the proper personnel to buy your own motion pictures, contact us for this specialized service. We will buy and book your film programs. We are showmen who know how to get the most out of each booking. No station is too small or too large for this service. International Releasing Corp., 1445 North Las Palmas Ave., Hollywood 28, Calif. HOllywood 3-2328. Sam Nathanson.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

WHDH Goes to Coffee Klatch

IN the first of a series of "Listener Remotes," WHDH Boston broadcast a segment of its regular *Carnival* daytime show from the living room of a suburban Melrose home where an audience of about 50 women were gathered for a coffee klatch. The station plans to air remotes from other homes, tying in the broadcasts with a particular charity the women are sponsoring.

William McGrath, WHDH vice president and general manager, believes the remotes not only engender general interest among listeners but are "a grass roots promotion in that every woman present at these personalized appearances is a potentially loyal fan and local ambassador for the WHDH schedule."

Segregation Set for 'Hearing'

ABC-TV will extend *Open Hearing* to one hour on June 16 only, to accommodate a special film, "Segregation and the South," made by the Fund for the Republic and documenting post-1954 history and progress of school integration. *Dean Pike,* which has been seen at 5-5:30 p.m. on Sundays, goes off the air for the season on June 9. The special one-hour program on segregation will start at 5 p.m. EDT. ABC's John Secondari will introduce the film.

Star Scores Hit; Goes to Zoo

BECAUSE of the success of his April personal appearance for Bunker Hill Corned Beef, in Roanoke, Va., John Hart, co-star of Television Programs of America's *Hawkeye and the Last of the Mohicans,* was invited back by city fathers for ceremonies in connection with the opening of the local zoo. The mayor made the occasion official by declaring June 1 Hawkeye Day. Bunker Hill sponsors *Hawkeye* on WDBJ-TV Roanoke.

CBS-TV Sets Added 'Dean' Slot

CBS-TV, which has been carrying the early-morning *Jimmy Dean Show* since April 8 (Mon.-Fri., 7-7:45 a.m. EDT), also will air a Saturday evening segment of the program starting June 29 (10:30-11 p.m. EDT). In the process, *Two for the Money,* which occupies the Saturday night slot, will move to the 8:30-9 p.m. period on the same date.

WWRL-FM Report Cites Economic Status of Listeners

RESULTS of a report released by WWRL-FM Woodside, N. Y., indicates that fm listeners in the New York metropolitan market have higher incomes, better education and are primarily executives and professionals who rank among the largest spending group in the nation. The report, based on various compilations and studies, stresses that WWRL-FM is the only fulltime commercial outlet in the market which programs independently of its am counterpart.

The Long Island station claims that 53% of New York's fm listeners earn more than $10,000 yearly; 35%, $5-10,000 annually, while only 13% earn less than $5,000 per year. The fm audience is composed overwhelmingly of adults, the report points out, with 84% of the listeners over 21 years old. It emphasizes that more than 70% of fm listeners are business executives, professional and semi-professionals, with college graduates accounting for 40% of the audience; persons with some college, 16%, and high school graduates, 28%.

O. HENRY PREFERS SCHOOLHOUSE VISITS

BECAUSE actor Thomas Mitchell portrays the role of author O. Henry in the Gross-Krasne tv film series, *O. Henry Playhouse,* something new has been added to personal appearances by tv stars. That something, in a word, is schools.

Personal appearances have become a standard part of tv program syndication. The local sponsor of the series gains prestige, publicity and sales from the visit of the tv star. The local station similarly benefits. The star, by meeting the public face to face, enhances his own popularity. This also makes it easier for the syndicator's salesmen to sell the series in other communities.

It was natural that personal appearances by Mr. Mitchell be planned by Gross-Krasne when its salesmen took out prints of the first programs of the *O. Henry Playhouse* series. But before Mr. Mitchell took off on his first tour, something happened to alter his tour agenda radically.

Gross-Krasne received a letter from Tom E. Gibbons, president and general manager of WAFB-TV Baton Rouge, La., one of the first stations to use the new series. Mr. Gibbons made an unusual request. He asked if he could hold each film for an extra day so that it could be shown to high school English classes. Reluctant to entrust the prints to amateur projectionists, Gross-Krasne demurred. However, an alternate plan was worked out whereby the teachers of American literature required their classes to watch the programs on WAFB-TV and then devoted the following day's class session to a discussion of the telecast. Mr. Gibbons reported that window cards announcing each program were displayed not only by the grocery stores distributing the products of the local Holsum Bakery, the program's Baton Rouge sponsor, but by bookstores and libraries as well.

Obviously, such ready made interest could not be ignored, so when Mr. Mitchell arrived at Baton Rouge, his first stop on a tour through the South, he addressed an assembly of high school students as well as meeting with officials of WAFB-TV and Holsum. The youngsters were so interested in O. Henry, in Mr. Mitchell's portrayal of him (first time that the writer himself has ever been a character in a play, despite the thousands of times his stories have been dramatically presented) and in the program techniques that it seemed a good idea to schedule talks to student groups in other cities. Also, such student assemblies proved to be considered newsworthy by local papers.

OFF TO VISIT SCHOOLS: (l to r) Tom Gibbons, president-general manager, WAFB-AM-TV Baton Rouge; Thomas Mitchell, and Foy L. Bennett, manager, Cotton's Holsum Bakery.

On his first tour, which concluded in Greensboro, N. C., birthplace of William Sydney Porter who wrote under the name of O. Henry, Mr. Mitchell dedicated the new O. Henry Highway. On his second trip, to San Francisco, Jack Gross, president of the production company, went along, and the trip proved so worthwhile that he has gone on each of Mr. Mitchell's subsequent personal appearance visits, to Minneapolis, Denver, Oklahoma City, St. Louis, Cleveland, Portland, Seattle and Spokane to name a few of the many cities covered in their four nationwide circuits.

Interest of students and their teachers in the O. Henry tv films and the many requests for scripts for classroom use have led Gross-Krasne to look into the possibility of publishing a collection of these scripts as the first new pieces of O. Henriana since the writer's death in 1910. Plan under consideration is to issue scripts in paperbound volumes for free distribution by program's sponsors, if possible; otherwise for newsstand and bookstore sale priced just to cover cost of publication and distribution.

The *O. Henry Playhouse* series has been sold for telecast on more than 190 stations, with starting dates ranging from last Oct. 19, when WCAU-TV Philadelphia was the first to get the program on the air, to next fall. Banks, bakeries and public utilities are the most frequent sponsors, but the list also includes *Life* magazine in New York, Oertel Brewing Co. in the Midwest and such sponsors as Faultless Starch, Federal Savings & Loan of Atlanta, Pacific Gas & Electric, Chase Federal Savings & Loan of Miami and the First National Bank of Minneapolis.

WHAT is the best time to advertise to potential movie fans? A logical answer, according to KOLN-TV Lincoln, Neb., is when those potential ticket-buyers are watching tv movies. Acting on that logic, the station has signed the Varsity Theatre to sponsor *Big Show*, a series of feature films. Discussing results of the campaign are (l to r) Paul Jensen, KOLN-TV sales service director; Walter Jancke, manager of the theatre, and James L. Barker, account executive at the station.

'Overseas Byline' Set by NBC

NBC Radio will start a feature news program this week titled *Overseas Byline* in the Wednesday 10:05-15 p.m. EDT period. Five NBC newsmen in foreign countries will report on books, movies, plays and the arts in their locales. Participating will be Frank Bourgholtzer, Bonn; Welles Hangen, Cairo; Ritchie McEwen, Vienna; Jim Robinson, Tokyo, and Leif Eid, Paris.

Adventure Replaces Music

ABC-TV adventure series, *Bold Journey*, moves June 17 from Thursday 9:30-10 p.m. period to Monday 8:30-9 p.m. EDT, replacing *Voice of Firestone* which takes a summer hiatus. *Journey* is sponsored by Ralston division of Ralston-Purina Co. through Guild, Bascom & Bonfigli, San Francisco.

Magnecord Sponsors Contest

NEW "Name the M-90" contest, open to anyone in the audio, broadcasting and allied fields, has been started by Magnecord Div. of Midwestern Instruments Inc., Chicago, effective June 1 through June 30. Contestants are invited to write a letter or postcard giving suggested name or names for Magnecord's M-90 audio recorder. The prize will be an attache case, according to Hugh Daly, general sales manager, who announced the competition. The M-90 series includes three models—console, portable and rack-mount unit.

Prodigiousness at Ten

BECAUSE of his ability to toss off multisyllable words with ease, 10-year-old Danny Shipp was picked by teachers at Crewe (Va.) Elementary School to do the narration on their operettas and pageants. Several months ago he was chosen by WSVS Crewe to be announcer-master of ceremonies for a Saturday dramatic and musical program, and subsequently was given his own program, *Music Time With Danny Shipp.*

Zonolite Suggests Radio-Tv

LUMBER and building supply dealers are being asked to support a new summer campaign planned by Zonolite Co., miners and processors of insulation material, with recommended use of local radio-tv starting Sept. 24. Dealer aids include spot announcement copy, window and counter displays, direct mail and newspaper ad mats. Zonolite does not anticipate buying station time itself although its budget calls for use of space in over 100 metropolitan newspapers. Agency is Henri, Hurst & McDonald Inc., Chicago.

'Nightline' to Feature 'Lip'

A NIGHTLY five-minute sports commentary by Leo Durocher will be presented as a regular feature on NBC Radio's *Nightline* program starting tomorrow, Tuesday 9:10-15 p.m. EDT. A special segment of the Tuesday-Wednesday-Thursday program will consist of candid comments on top baseball and sporting events. Mr. Durocher quit his baseball managerial career in 1955 to accept an executive position in talent development with NBC. He also is heard as play-by-play announcer for NBC-TV's *Major League Baseball,* Saturday afternoon series.

Mixed-Up Jingle Spurs Sales

RADIO ADVERTISING BUREAU distributed to members a folder describing the "phenomenal" sales success a New York City baking firm experienced after using radio for a few months in 1956 with an unusual copy approach. Titled "Levy's Cinnamon Raisin Bread Sells Itself on Radio," the folder described the history and the use of a radio jingle centering around the mispronunciation by a small girl of the name of the bread, plus the sales results which accrued to the advertiser.

Station Labels Juke Boxes

THROUGH Boston Music Distributors Inc., suppliers to the juke box trade, WBZ-WBZA, Boston and Springfield, has created immediate identification of the stations with popular music. This is done by means of a juke box disc label, which serves as a stamp of recognition.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WDBJ
for almost 33 years
OUTSTANDING
in
ROANOKE
and Western Virginia
RADIO
by any measurement!

N.C.S. No. 2
Spring, 1956

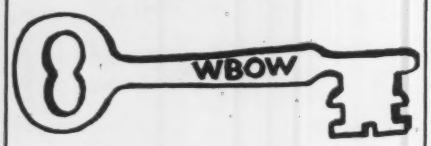
WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY!
Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
ROANOKE, VIRGINIA

30 Years Young
June 15th
WBOW
1230 ON THE DIAL IN
TERRE HAUTE, INDIANA

THE KEY TO THE GREAT WABASH VALLEY



SERVING TERRE HAUTE, VIGO COUNTY, THE GREAT WABASH VALLEY, AND 8 OTHER POPULATED COUNTIES.

IF YOU WANT TO REALLY MOVE A PRODUCT IN THIS METROPOLITAN HOOSIER MARKET — CALL, OR WRITE

RALPH A. PETTI, JR.
GENERAL MANAGER
RADIO, WBOW, INC.

Represented by WEED

TERRE HAUTE, INDIANA'S
MOST LISTENED TO STATION

WBOW

Entertainment
Headquarters
at
1230 on Everyone's
Radio

BIRD GETS TENFOLD TV RESULTS

WHAT price tv? This question was worth $5,000 to Bird & Son, building materials firm in East Walpole, Mass.

The advertiser has been giving away 10 complete house roofs valued at $500 each on a CBS-TV participation program and learned why any wise Bird buys tv.

Bird & Son, which grosses upward of $60 million a year, never used television until a few months ago when it signed as participating sponsor of the Gary Moore show on CBS-TV. Through H. B. Humphrey, Alley & Richards, Boston and New York, it picked up the alternate Monday, 10:15-30 a.m. slot for a 13-week period.

The plan by the agency and client called for two announcements by Mr. Moore. He simply asked his viewers to send their name and address to be eligible to receive one of the 10 giveaway roofs. Mr. Moore would pick 10 of the incoming letters and those writers picked would get free roofs for their homes.

In preparation, Leonard C. Niese of Bird's building material division, his assistant, George Stockman, and Ran Dunnell, HA&R vice president, had 15,000 acknowledgments printed. "We felt we'd get about 12,000 entrants in the win-a-free-roof giveaway and should have couple of thousand extras printed—just in case," Mr. Niese recalls. But his guess was unduly conservative.

After the first announcements late in April, slightly more than 50,000 viewers wrote in. And when Mr. Moore repeated the offer May 6, the mail count soared to 100,000. By the time the 10 winners were announced May 20, the reply list had topped 120,000.

Now, not only does Bird & Son know that its participation in the Garry Moore program has 10 times more viewer interest than the company hoped for, but the firm also has a list of 120,000 prospective roof customers. This was reasonably assured by Mr. Moore's statements during the two announcements that "roofs will be installed only on private dwellings . . . one entry and one roof to a family." Thus, there is little chance that the 120,000 figure is a padded one. Mr. Niese feels the list is no mere collection of names having little or no buying potential for the Bird products. "These," he feels, "are people who have been favorably exposed to the company's name" through the giveaway contest and the printed acknowledgments, each of which carried a brief message about Bird roofs.

The name-and-address list will be sent to Bird distributors and dealers from coast to coast for followup.

WPDQ Broadcasts from Blimp

THE Goodyear blimp based in Miami, Fla., came through Jacksonville and after completing arrangements with Goodyear, WPDQ Jacksonville, operating from an Onan generator at 2½ kw, took to the air to broadcast for four hours during its afternoon show, *Traffic Jam With Jack Hayward.*

KRNT-TV Telecasts Heart Surgery

KRNT-TV Des Moines, Iowa, reports its first live telecast of a heart operation. In preparation for the show, the station arranged for its camera crew and production people to be briefed by watching a similar operation two weeks before the one they carried. The program was presented in conjunction with the Iowa State Medical Society, a team of Iowa heart specialists and the Iowa Methodist Hospital where the operation took place. The station was on the air from 1:30 to 3:00, pre-empting all regularly scheduled shows to carry the special program. KRNT-TV reports is used two cameras to cover the operation. One camera shot into a mirror looking down on the work of the surgeons as they operated on the two-year-old patient. The station also reported that *Life* magazine covered the telecast.

NBC-TV Adds New Summer Shows

NBC-TV disclosed several additions to its summer schedule last week, including *Dollar a Second* quiz program (Sat. 9:30-10 p.m.) starting June 22; *Andy Williams—June Valli Show* (Tues., 7:30-7:45 p.m.) starting July 2 and adding Thursday 7:30-7:45 p.m. segment July 25, and *Cowboy Theatre* (Sun. 7-7:30 p.m.) starting June 9 and expanding to Sunday 6:30-7:30 p.m. starting June 30.

Farmer's Daughter Makes Good

WMT-AM-TV Cedar Rapids, Iowa, recently completed a statewide search for "Iowa's Favorite Farmer's Daughter." The winner, Carla Ann Folkers, was crowned by Gov. Herschel C. Loveless, and will represent the stations and the State of Iowa at the National Assn. of Tv-Radio Farm Directors' convention in Washington, D. C., this month.

Old Cars Hit The Road

ANTIQUE car enthusiasts held their Third Annual WOODland Antique Automobile Tour, May 25-26. The tour was staged as a goodwill promotion by WOOD-AM-TV Grand Rapids, Mich., in cooperation with the Western Michigan chapter of the Veteran Motor Car Club of America.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Part of Harold Branson's job as an accountant at Standard Oil is to help prepare our annual report. He is shown here reviewing figures with an associate, Miss Blanche Poljak.

Will you do us a favor?

ALMOST anywhere you go you can get into a lively and interesting discussion by bringing up business and profits. Try it some time. Then listen to the variety of opinions—and so often, the absence of facts.

Most people are naturally interested in business, what business does with the money it takes in, how much of that money is profit, and what happens to the profit.

We want you to know the facts about our company. That's why we publish this report each year for the information of our customers, our friends and neighbors in Midwest and Rocky Mountain states. It tells you exactly what happened to the money that Standard Oil and its subsidiary companies took in last year.

You can do us a favor by reading it...and by passing along some of the information you read here the next time a discussion starts about business and profits.

You are welcome to a copy of our 1956 Annual Report as long as the supply lasts. Just write to Standard Oil Company, 910 S. Michigan Ave., Chicago 80, Illinois.

1. Things we bought and used...58.7%

Most of the money went for things we had to buy, such as crude oil, materials and services, plus charges made for wear and tear. Our company is one of America's largest buyers of goods and services from other companies. We buy everything from paper clips to structural steel from more than 32,000 independent companies in hundreds of American communities.

2. Wages, salaries, benefits...16.0%

Then there were wages, salaries and benefits for our 52,000 employees. Standard Oil employees enjoy one of the broadest, most progressive employee benefit programs in any industry. More than 94% of our eligible employees are participating in savings plans to which the company contributes.

3. Taxes paid...18.6%

The tax collector got his share, too. We paid national, state and local governments $89,130,000 in 1956. In addition, there were the many "hidden" taxes everyone pays, and the direct taxes placed on gasoline. These total direct taxes which we collected from customers and paid to government agencies amounted to $326,779,000.

4. Profits paid to owners...2.5%

After all operating expenses and taxes were paid, 6.7% was left. This is called profit. A part of this or 2.5% of our total income, went as dividends to our 143,200 shareholder-owners. Dividends paid in 1956, including the market value on the date of distribution of the special fourth-quarter dividend in Standard Oil Company (New Jersey) stock, amounted to $2.31 per share. And our company has paid dividends every year for 63 years.

5. Profits used for improvement...4.2%

To serve you better, all the rest of our profits, or 4.2% of our total income, was plowed back into new facilities such as oil wells, refineries, research laboratories, transportation equipment and service stations. Since the end of World War II, we have spent about $2,300,000,000 to help meet the growth in demand and to bring you new and constantly improved products.

6. You're the boss

All the money we took in has been accounted for. At our service stations, our plans and our investments face the final test...for our millions of customers are the bosses. To make high quality petroleum products more easily available to our customers, last year alone we spent more than $37 million on bulk plants, warehouses, service stations.

*What makes a company a good citizen?

Well, one quality of good citizenship is frankness—with employees, stockholders, customers, the public. Because we, at Standard Oil, believe that frankness prevents misunderstandings, we publish reports to our neighbors in advertisements like this so that you will know how we work, something about our Standard Oil family, and the part we play in the economic well-being of the communities in which we live and work.

STANDARD OIL COMPANY (INDIANA) STANDARD

BRITANNIA RULES—BUT

How does the government system function alongside

COMMERCIAL TV in Britain is just 21 months old. Its advent ended a 32-year government monopoly with BBC adjusting to co-existence with a commercial counterpart. Gerald Beadle, BBC's television director, is one of the closest observers to these changes in Britain. While visiting the U. S. this spring, the 34-year veteran of BBC gave this exclusive interview to B•T's editors.

Q: Would you explain briefly the set-up of the BBC and the number of stations in operation of the ITA?

A: First, the BBC: It's something that's not understood in this country as well as I should like it to be. The BBC started 35 years ago as private enterprise, limited liability company by a group of businessmen of whom I was the employee. And we were an extremely successful business; we made biggish profits and we had wonderful prospects. After four years of operation, we were bought out by the state. That is to say, that the state bought our shareholders out, and the state has in effect, owned the BBC ever since. But the BBC is carried on in much the same lines as it was in the old company days. And the result of all this is that our revenue today is very considerable and it is derived almost entirely from subscriptions, which are collected by the post office for us and which are called the license fee. This is a very profitable business indeed. The state bought us out for £65,000 and now the profits which are taken by the state amount to about £3½ million a year; I think that was a very good investment indeed by the British state.

Q: What was the name of your company originally?

A: The British Broadcasting Co. And that is where the initials BBC arose. The nationalized British Broadcasting Corp., of course, fortunately had the same initials and, therefore, the good will continued.

Q: What is the cost of the license people buy?

A: A license for sound [radio] broadcasting used to be one pound until a short time ago and television was three pounds. But the government in the last budget has added another one pound tax so that it has made it four pounds ($11.50) annually for television sets. But whether it has added anything to the sound license or not, I have not heard.

Q: How many television subscribers do you have?

A: We have about 7½ millions now. Our saturation point in Britain is 15 millions. We've got nearly 15 millions in sound radio and before many years are up we shall have 15 millions in television.

Q: How long has BBC been in television?

A: Longer than any other organization in the world. We've been in for 21 years.

Q: How many stations does BBC operate?

A: You mean by stations, transmitting stations. I'm not quite sure because they keep increasing. But there are 10 main ones and we keep putting up little ones in order to fill up the little gaps.

Q: How much of the British Isles do you reach in television?

A: Just about 97%, which is a very good coverage I think. The coverage of the competitors, it is about 57%. Ours is about 97%.

Q: Who are your competitors? ITA, I suppose, would be *the* competitor.

A: I should like to tell you about ITA. What is called the Independent Television Authority was set up by the government in order to own and lease television transmitting stations to private companies who wished to indulge in commercial television. And so far they have set up four such stations in Britain. And the ITA plans in the near future to open two more, making six in all. They have leased time on the air to a number of commercial companies who started by operating more-or-less independently but as time goes on they are cooperating more and more on network lines.

The ITA has two functions. First of all it owns and operates and leases time on the air for these transmitters. It also has to administer the act under which commercial companies operate. The ITA itself is a very small organization indeed, which initiates no programs at all. It itself is not in the television production business, but it administers these other organizations which are.

Q: BBC is in the production end of the business?

A: The BBC is very much in the production end of the business.

Q: You are meeting your competition, so to speak? Do you have plans for the future, any type of expansion or anything?

A: Yes, we have. We have plans to put on a second television network. Some people in Britain are saying that these plans are in order to meet the competition of commercial television. But that isn't true because the BBC always had such plans. We've always said that we want a second television network and we said it long before commercial television was ever thought of in Britain. The reason why we want a second television network is because we have to entertain, inform and educate the British people; if you're going to do that effectively, you cannot do it on one network. You must have two at least. We've found in sound radio that we need to have three. But in television we can't do with less than two. That means arranging so that at any given moment, a viewer has the choice between viewing something which is entertaining and light and maybe frivolous or, if he feels in a different kind of mood, turning to another channel on which he can get something serious and thoughtful.

Q: That would indicate then that you would program both networks in approximately the same time periods.

A: Yes, it does mean that. I don't think that we have any intention—certainly we have no intention now of going to anything like the very big time periods that you've got in the States. I would say that our two networks added together would only cover the same time period that one of your networks covers.

Q: What time are you on now?

A: We're on now from about 3 o'clock in the afternoon until 11 o'clock at night. I expect the second network would begin at

SHARES—ITS AIRWAVES

a commercial counterpart? A BBC spokesman answers

6 and go on until 11.

Q: When do you expect to get the second network into operation?

A: We shall be ready to get the second network into operation in 1960 or 1961. But we depend on the government for allocation of the necessary channels, and it's a question whether or not the government will allocate these channels. It hasn't disclosed its intention yet.

Q: Would you have to raise the license fees if you go to a second network?

A: No, I don't think so.

Q: You seem to emphasize live television on the BBC.

A: We do.

Q: How many programs do you now present live on BBC? Would you be doubling your number of live programs?

A: No, I don't think we would. Because now we're doing 55 hours a week of television on the one network and we haven't decided how many hours we should do on the second network. But if we did a second network from 6 to 11, seven days a week, totalling 35 hours, that would be adequate. It's during the peak viewing hours that we really want the second network.

Q: Of the 55 hours that are on now, how many of those programs are live and how many are film?

A: Most are live. But there are a great many live programs that are supported by film sequences. You realize that when you do a play, it's mainly live but there are certain scenes, maybe scenes outdoors, movement out-of-doors, which are inconvenient to do live. So we take film sequences and add them to the live show, but the show is essentially live.

We have a certain number of films that we show and most of them at the moment are American films.

Q: How many shows are American films?

A: I brought the list here which we were running when I left England—nine that are running on BBC television. There is *Burns And Allen, Champion, The Wonder Horse, O'Henry Playhouse, I Married Joan, Amos 'n' Andy, The Lone Ranger, Hey Jeannie, Movie Museum,* and *Star Choice.*

Q: How do these shows fare in England?

A: Very well indeed.

Q: Would you say that commercial television has had a good effect insofar as the British people are concerned?

A: I wouldn't like to express an opinion as to whether it has had a good effect or whether it hasn't had a good effect, if you see what I mean. I'm too much involved in it to be able to give an objective answer.

Q: Has it had any effect on the BBC's operation?

A. Well, in the early stages, of course, it raised our costs; which it was bound to do because you can't have almost double the television output of a country overnight without an awful scramble for the available talent. That is what had happened in 1955 when they began. They suddenly started competing for all sorts of people who had been working for the BBC, offering them substantially larger remuneration for doing so. But that was a situation which was bound to settle back again as soon as that shortage was made up and these sort of shortages are very quickly made up. I feel that it is made up already—the whole thing has settled back to normal.

The other effect that it's had on us, of course, is that it has forced us to extend our hours. There are certain occasions when BBC can't afford to let commercial television have it all to itself. So we have had to increase our output. The difficulty with competing with an organization like that is that if they put on an extra hour, say between 6 and 7, that is a great financial asset to them; because they actually make money out of that hour. Whereas to me, it's a source of expenditure. I don't get any more revenue for doing it, and they do. That's one of the odd features of competition between two different kinds of television.

Q: You say there are certain periods when you can't afford to let the commercials interests get ahead. Is 6 to 7 one of those periods?

A: That was a case in point, yes. That was *the* case that has arisen recently.

Q: And yet you felt that it was an expenditure for BBC to program in that period?

A: Yes.

Q: Why then didn't you feel that it would be just as well to give that hour up to the commercial?

A: Because as soon as people settle down to look at commercial between 6 and 7, many of them stay there for the rest of the evening.

Q: What do they have on between 6 and 7?

A: Let me tell you what *we* do between 6 and 7, which I know much more about. It's a program which is a sort of adaptation of your *Today,* not very different from that in general form.

Q: Live?

A: Entirely live. It's a very informal kind of program and doing very well.

Q: Are you programming live wherever possible against film that ITA is programming?

A: Well, we haven't done so as a set policy, but we have in fact built ourselves up capitalwise as a very big producer of live television programs and so far we are exploiting that to the full.

Q: Do you think more people are watching commercial television today than the BBC?

A: No, it's the other way around. The average audience for BBC is now, or was at the end of last year, about six million a

night—that's averaging over the whole period. And the average audience for commercial is about two million.

Q: Do you base this on your own figures?

A: Yes, and theirs too. Theirs aren't very different.

Q: Where the public has a choice between BBC and commercial, do you have any ratings figures or audience figures?

A: Yes. There are two methods by which the public can have a choice. I told you just now that we have a tranmission coverage of 97% of the population and they have about 57%. Well, that's one field of choice. And the other field of choice is those people who are actually equipped to receive commercial television and BBC as against those who are equipped only to receive the BBC. So those are the two.

But if you take the field of choice in which people are actually equipped, then that is one-fifth of the British population, and within that one-fifth commercial gets about 62% as against the BBC's 38%—that is roughly the situation.

Q: What additional equipment is needed to receive the commercial television?

A: An adapter, which may cost anything from £15-£20 to install. It is an adapter that is added to the set and it has an additional aerial.

Q: Does it give a picture of equivalent quality?

A: Yes.

Q: Some time ago, a member of Parliament who was here in the United States before ITA was formed, said one of the reasons why the majority party wanted another television service was because of the political question—the fact that often the opposition party so-to-speak did not have a chance to get equal time as that of the majority party. Does ITA now carry any political speeches?

A: They are carrying them but they are carrying the BBC's. The rule is that either they carry the BBC's *in toto* or none. But they have chosen to carry the BBC's and they get a feed every time from the BBC. It sounds to me as though your member of Parliament was talking complete nonsense because the technique of impartiality that has been developed in the BBC over the last 35 years is very effective. I mean it is so impartial that people who are not impartial don't like it very much.

Q: Has the presence of commercial television changed your own programming concepts?

A: No. It has, I think, occasionally changed our placings. That's almost inevitable. In fact, when it changes placings, I often don't hear about it because that's the job of the program controller to maneuver his programs just as he thinks fit. He is undoubtedly influenced sometimes by the placing of the programs on the other side. He must be. But as for content, no.

I sent for some figures before I left England which I thought were rather illuminating. You see, I think you can without any question of doubt divide broadcasting programs and television programs into two types: the programs of information and the programs of entertainment. There is a very broad conception. Entertainment can be opera, ballet, symphony concerts, anything you like. It doesn't matter how high-brow they are, they are still entertainment.

On the other hand, information is something quite different—it is informing people even if it's only informing people of football results or baseball results. And both information and entertainment can go from the very high to the very low. But nevertheless on the whole, it's your programs of information which are your solid stuff.

And you would expect, if you were going to lower your standards in order to gain popularity, you would expect to lower your proportion of programs of information. Well, I found that just before commercial came on, our percentage of programs of information was 31. And just after commercial television came into operation, that percentage dropped to 30. Eighteen months after commercial television had been in operation that percentage had gone up to 33. Those little variations have no significance whatsoever.

Q: What specific programs do you have on BBC that you would call programs of information?

A: I think the most important one of them is one of the most interesting programs that has happened in television. And that is a program which we call *Panorama*. *Panorama* is purely a program of information about almost any subject of world political importance. We spend a great deal of money on it; we send film teams all over the world to get material for it. And it's a very serious, thoughtful program. But to our surprise it gets one of the highest ratings of the whole lot. For instance, a few weeks just before I left England, one week in February the number of people who viewed BBC's *Panorama* was 11½ million. The highest commercial rating for the whole week was four and a quarter.

Q: What time period is that?

A: Three quarters of an hour and it takes place in peak viewing hour which is about 8:15 in the evening.

Q: Was *Panorama* a special show? This 11.5 million, was there anything special about it?

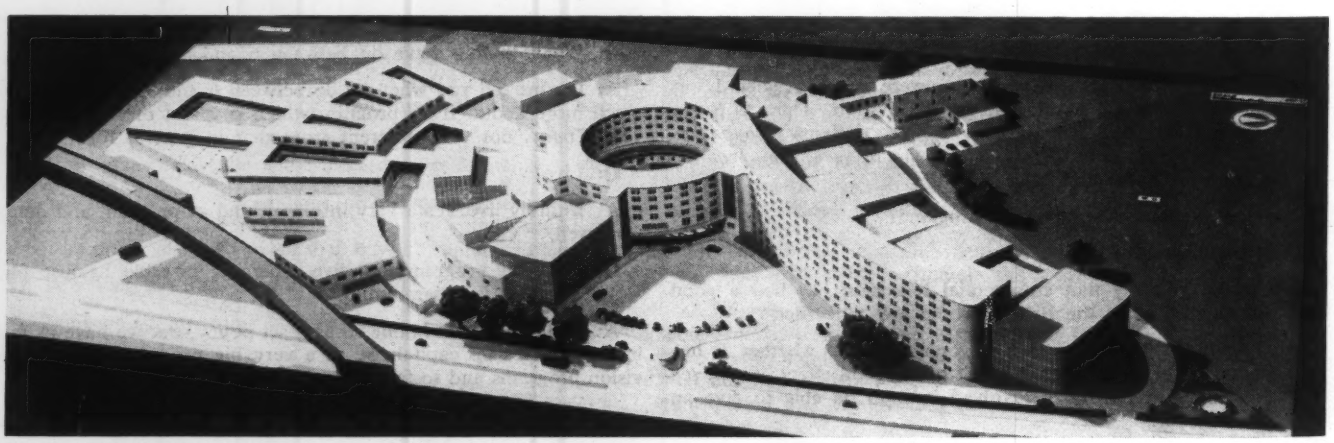
A: It was the highest figure we have ever had. Yes, I think there was a particular reason for it. But I don't want you to think that I picked on that particular one just because it was unique. It usually gets audiences of around about 9.5 to 10.5 million. But the 11.5 million was the highest. And on that particular one, we actually showed the birth of a baby. That added about a million.

Q: Another show you did, and maybe in the same series, the story of a prostitute, was that given on the BBC?

A: Yes.

Q: Wasn't there some controversy about that particular program?

A: No, it was very well received. That again was a serious pro-



BBC'S WHITE CITY: Expansion of television in Great Britain prompted this 13-acre project planned for Shepherd's Bush in London. The new BBC radio-tv headquarters will include 16 television stages. The portion of the scheme containing the circular ring and buildings to the left of the ring, as shown in this scale model, are being erected first.

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gram showing up a big social evil and showing how it all happened. I thought it was a very good program indeed. I'm sorry I can't give you the rating. I just don't remember what it was.

Q: Was the competitive network there, doing the same thing—putting on controversial shows?

A: Yes, they do do some quite controversial political shows; I forget the titles of them now. I don't think they do as many as we do but they do some.

Q: Does the commercial use a lot more film than BBC?

A: Yes, they do. A lot of American film. Some of their own.

Q. Do you have a quota? Isn't there a quota of the number of American films that can be shown on commercial stations?

A: I don't know. I think the quota is for the cinema. But whether there is a quota in television, I just don't know. There is an unofficial quota of 20%. Commercial tv operates rather close to it and we're well under it.

PATTERN OF BRITAIN'S COMMERCIAL TV'S

Station	*Program Contractor*	*Period*	*Commencement*
London	Associated-Rediffusion Associated TeleVision	Mon.-Fri. Sat. & Sun.	September 1955
Midlands	Associated TeleVision ABC Tv Network	Mon.-Fri. Sat. & Sun.	February 1956
North (Lancashire)	Granada Tv Network ABC Tv Network	Mon.-Fri. Sat. & Sun.	May 1956
North (Yorkshire)	Granada Tv Network ABC Tv Network	Mon.-Fri. Sat. & Sun.	November 1956
Central Scotland	Scottish Television	Complete Week	To Start In Aug.

Q: Do you have any licensing arrangements or any contracts with any of the American networks for producing a counterpart of a live show in the United States?

A: Yes, *What's My Line* is the chief example of that. We run *What's My Line* once a week and it is an extremely popular program.

Q: Is that a contract arrangement?

A: We pay a small royalty to an intermediary agent. It is in a sense a contract.

Q: Do you give prizes away on quiz shows?

A: No. Well, we haven't anything similar to the *$64,000 Question*. We have a lot of quiz shows. *What's My Line* is one of them. Another one which is extremely successful is a thing called *Animal, Vegetable or Mineral.*

Q: Would you classify that as an information program? Or an entertainment program?

A: Information, I think. Although there is a lot of entertainment in it.

Q: What is the BBC's budget per year?

A: If you are talking about television only, I reckon it's going to be about $30 million in 1957. As you see it's on the up-and-up all the time. It wasn't $30 million in 1956 but I reckon it's going to be about that in '57.

Q: For programming?

A: For the whole thing.

Q: How about radio?

A: It gets about the same because there are double the number of subscribers. It gets half as much per head but there are double the number of subscribers and therefore, it gets about the same amount.

Q: Has the presence of commercial television had anything to do with the increase in the amount of money spent for BBC television?

A: No. I think the facts suggest to the contrary. Our number of subscribers is going up at the rate of about a million-and-a-quarter a year. It's a pretty steady increase which has been going on for some time now and it was an increase of about that order before commercial came on.

We looked into it last year and we discovered that the biggest proportionate increase takes place in areas where they don't get commercial at all; they only get the BBC. I told you the BBC's coverage was a good deal bigger than theirs. It's an interesting fact.

Q: Don't you have different ratings in your radio setup? In other words, you have the cultural level and you grade down from that? I think there are three program services of BBC radio.

A: Yes. Light, Home and Third, we call them.

Q: Do you plan the same thing with your second network? Would one become more of a so-called cultural service while the other one would be more the entertainment?

A: That's a very interesting question and it's one that hasn't been decided yet. The second network won't happen for another two or three years. Personally I think we shall have to have one of them that is almost entirely of an entertainment character, and the other one that is much more of a serious type.

Q: Which would compete with ITA?

A: They would compete with each other and they would compete with ITA.

Q: Both services?

A: Yes, I mean an additional service is bound to compete with every other service in the country.

Q: I was thinking possibly BBC might be thinking along the lines of fighting fire with fire—putting on similar material to that ITA has on.

A: I don't know that it's necessary to put quite similar material. But to appeal to the same people that they appeal to, yes.

Q: Have you ever regretted selling out to the state?

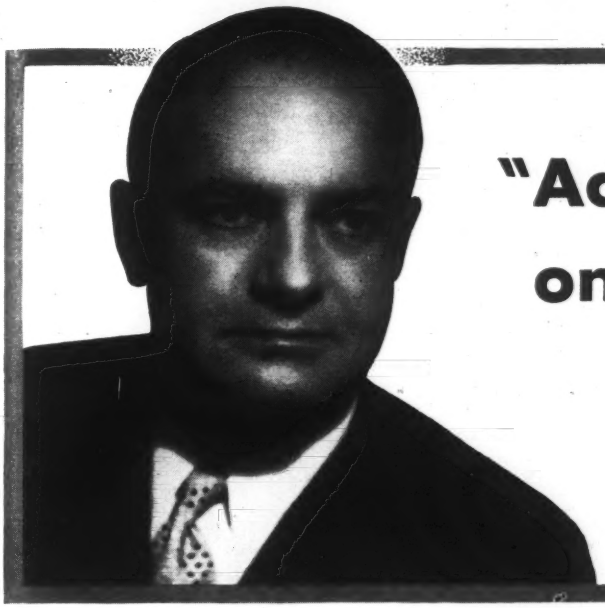
A: We had no alternative. We weren't asked. It was just a measure of compulsory nationalization. Mind you, I don't think it was altogether unwise at the time. The idea was that, it being in effect a monopoly, it was not right that so influencial and powerful a monopoly should be handled by one group of big business, which, in fact, is what was the case. I think it was inevitable and should have happened.

Q: Are you telecasting in color at all?

A: We're not giving a public service in color but we're doing a number of experiments in color. Every night between 11 and 12 we are putting on color transmission. But no private person in Britain owns a color receiving set.

Q: What are the chances for trans-oceanic television?

A: I think this is one of the most interesting subjects. I don't know what the chances of it are. I was talking to the president of NBC about it the other day. He is very keen on it. He doesn't really know anything for certain but has got an idea that the thing should come about fairly soon—well within the next five or six years. But having established the links—which by the way, I think we could do now on the cable if we could afford it—it would be enormously costly. Also you are up against the problem of the time. You've got a time factor in America between East and West which involves



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you in some difficulties which, fortunately, we are free of in Britain. But between Europe and America I think it's five hours, which is a very, very serious disadvantage.

Q: You don't have that disadvantage with the continent, do you?

A: No. We're doing a very great deal with the continent of Europe, an increasing amount. We managed to establish a link with the continent.

Q: What type of link?

A: The link is a series of transmitting and receiving stations on a sort of relay system which go down as far as Rome, Vienna, Amsterdam, Berlin and Paris. We haven't yet got across the Pyrenees into Spain or Portugal.

But one of the great advantages from our point of view is this: All Europe is more or less on the same time scale. There's no more than an hour's difference between us and any of those European countries that I mentioned. This is a thing we're going to develop in a very big way. It's one of the things that was difficult to develop in sound radio because sound radio depends so much on the spoken word and we all speak different languages.

But in television so much of the story is told by picture and it's comparatively easy to arrange for such spoken word as is necessary to be done by somebody who speaks the language of the country in which the program is going to be received—that's not too difficult when the picture tells nine-tenths of the story.

Q: What types of programs are you exchanging now?

A: For instance, our Queen went to Paris several weeks ago and there were a large number of programs there—the Queen arriving in Paris, processions down the street, attendance at the opera, and all that sort of thing. There were a large number of television broadcasts in connection with that. I can give you another example: On New Year's Eve we had as our theme the passage of time and we visited every European capital and each one made its characteristic contribution towards the program.

Q: Is ITA also hooked up with that?

A: They could be.

Q: They don't carry any of these special events?

A: Not so far.

Q: You mentioned a moment ago that you thought it would be possible to adjust the cable at considerable expense so that trans-Atlantic television would be possible.

A: Well, I don't know that the cable is the way out of the difficulty. (I'm not a technician myself.) But even if it were, it would be enormously expensive. I suppose there are various possibilities of establishing wireless relay stations up through the Arctic.

Q: Some people have suggested that probably the next best solution and maybe the best one is a combination of television tape recordings with jet planes.

A: You know there is a great difficulty over this television tape recording. It looks as if it could be the solution to the whole problem. But unfortunately the television tape recording records the electronic signal precisely. Now one of the tragedies of television is that each nation is on a different standard of electronic signal. We're on one, the European continent is on another, America is on another; and it's impossible for us to exchange programs by electronic signal. It's going to be very useful within America—this electronic recording—it's going to be very useful in Britain. But as a means of export, it's out until we can get on to a common basis, until we can find a new satisfying method of conversion from one standard to another.

Q: Do you exchange any programs with American stations or networks?

A: We do exchange a certain number. We often show *See It Now* and *Project XX* of NBC and several of those. *Call to Freedom* is another and there are many such.

Q: Are any of your programs sent here?

A: Art films have occurred quite a lot on American programs, *War in the Air* is a thing that you are running now—it is one of our big projects. I must add that, I hope these things are going to be increased in number in the near future because hitherto we have not had agreements with our own unions that make many such projects possible. But that agreements had recently been come to and I hope that they will increase quite a lot in the future.

Q: This may be difficult for you to answer because it is detailed. What would an hour-long program cost BBC?

A: I can tell you that the total overall cost of BBC programs last year was 'round about £2,800 an hour. But that included everything. About $8,000 an hour was the total cost of the BBC's television service. When I want to add additional hours, of course, I don't have to pay for all the overheads all over again, and I find that additional hours cost about £1,900 an hour. They come to about $5,300.

Q: You mean that includes rehearsal hours?

A: Yes. But it doesn't include rents, rates and all the big overhead expenses that are included in the bigger figure of 2,800.

Q: Getting to you personally for a moment, you have been with BBC from the beginning?

A: Well, almost, yes. BBC started as a limited liability company on Jan. 1, 1923, and I joined in September 1923.

Q: What did they call you then?

A: I was called a general assistant and I did practically anything I was told. I had to do most of the program planning and all the coordination between London and the regions. As soon as we started the *Radio Times* I became the program editor of the *Program Times*—in other words, I did the time table. You see how the two things are really part of the same job. As soon as I finished my day's work, they made me go up and announce the programs.

Q: What was next?

A: Next they sent me out to Natal South Africa to start broadcasting there. I had to start all over again from scratch. I was there two years.

Q: And when they returned you to Great Britain, what happened?

A: Then they made me regional controller in Northern Ireland for six years. That brought me to 1932. Then they brought me to London as assistant head of the program side in London. This was sound radio only, of course, in those days. I did that for four years. Then I became the founder and first principal of the BBC's staff training school, a job which I held for one year. I was sorry that I didn't hold it for more than one year. But the job I wanted most in life fell vacant at the end of the year and I applied for it and that was west regional controller of the BBC, which I did for nearly 19 years with an interval during the war when I was director of administration in London. I became director of tv last year.

Q: What is your reaction to American television?

A: My reaction is that I admire a great deal about it, particularly the slickness and competence with which everything is put on. It's that wonderful—what we in Britain call—presentation. And I know enough about this to know how very difficult it is. I very much admire the way the Americans achieve that. You do it better than we do.

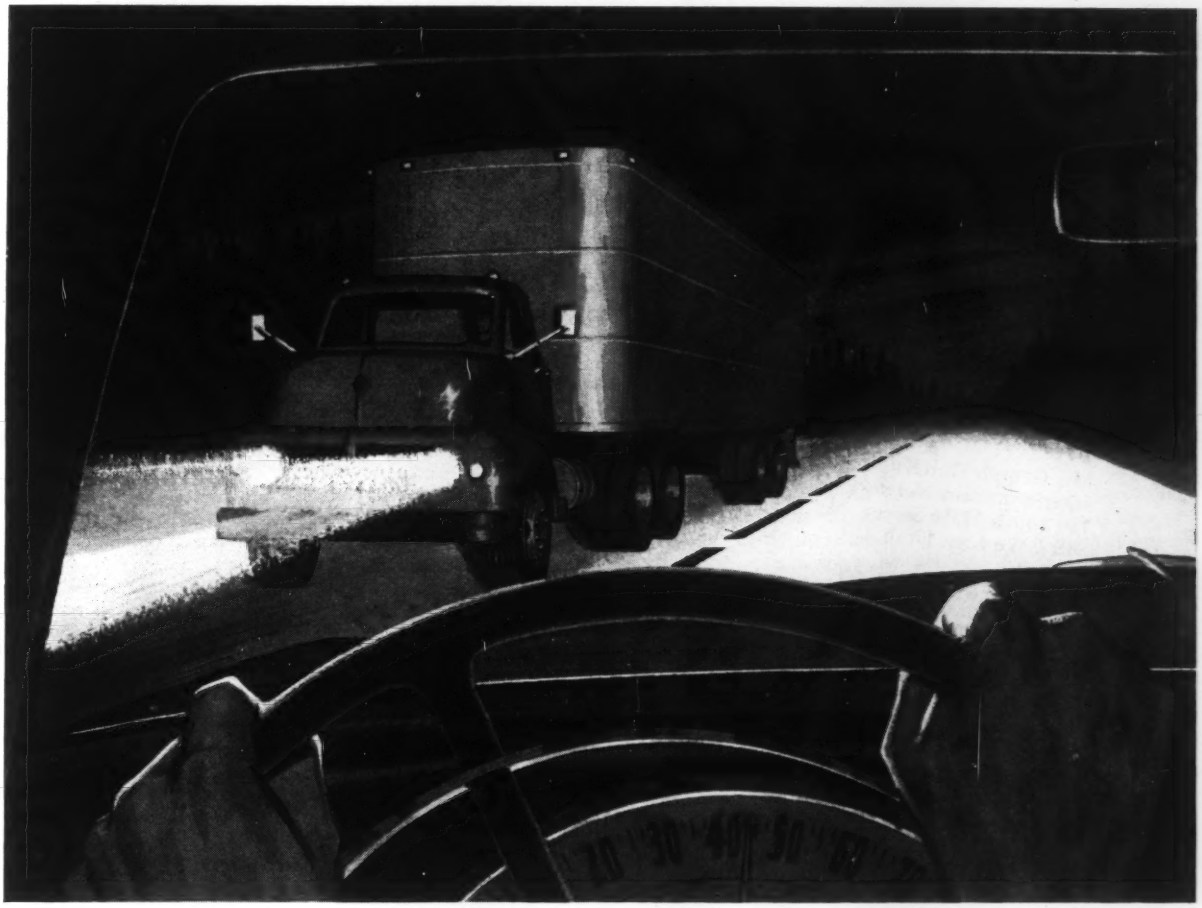
Q: What type of programming do you think we do best?

A: It's very difficult for me to say because you see I've only been here a week and I had a great many engagements. You can understand, you've got so much television I've only been able to turn the thing on in odd minutes here and there and look at it. I don't think that I can give a sensible answer.

One program I did see the other night which I admired very much indeed was on Mike Wallace. I saw him interviewing a Negro. They were talking about the segregation problem. I thought it was so well done. I thought if I could have this on my service, I'd be very proud of it indeed.

Q: Have you had a chance as yet to observe the commercials and the way that the presentation on commercial television in the U. S. has compared to the commercial television in Britain?

A: I think, judging the thing by standards of commercial television, that they're not doing too badly in Britain; I mean they're getting on. But, of course, they haven't been as long in the business as your people. And they have got a great deal to learn from them, which I'm sure they are learning fast. Yours are, I think, in some ways rather slicker. But I don't mean to say that I don't think our people aren't doing very well; I think they are.



Here Comes A New Way Of Life

That lonely truck moving through the night is a symbol of the way we live today. What you see, of course, is a modern motor vehicle. What you don't see are the fresh and packaged foods it's carrying to some suburban shopping center, there to be unloaded before opening time tomorrow . . . It's just one of many trucks you'll probably meet before you get where you're going — and one of millions continually at work across this country on the everlasting job of moving increasing mountains of merchandise of every description to where they're needed . . . Actually it's a new way of life, this truck you're passing in the night, for with their flexibility and speed, their ability to go wherever there are roads, trucks have changed our whole pattern of living. Today, because of trucks, we can live and shop wherever we please — and mills and plants can locate just about anywhere, too . . . America is growing at a rate and in directions undreamed of a generation or so ago and made possible to a large extent by the trucking industry, expanding to serve you.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE

WANT TO READ OUR MAIL?

– a letter to stations allied with Mutual's new

NEWS & MUSIC PLAN

MUTUAL BROADCASTING SYSTEM · INC

WORLD'S LARGEST NETWORK

1440 Broadway, New York 18, N.Y. Telephone LOngacre 4-8000

OFFICE OF THE PRESIDENT

June 7, 1957

Mr. George Hatch
Intermountain Network
146 South Main Street
Salt Lake City, Utah

Dear George:

Your agreement to the new MBS affiliate contract and operations schedule is most gratifying. There can be no questions—it must be good for *you*—and for the nearly 400 stations in markets, large and small, who have already signed.

We studied this changing picture of Radio for many months. Our conclusion: that old style network policy and program philosophy have gone by the board. Where else to look? Why not at the objective attack on the problem by you Station operators, which can be summed up as *doing the things Radio does best?* As a result, MBS is the *first* Network to align its programming with the successful Station pattern of News, Music, Sports & Special Events... a program partnership which will result in the *most wanted* entertainment on the air.

For your Stations, it will mean freedom and independence thru a drastic reduction in option time requirements. It will mean a powerful schedule of some 230 News broadcasts a week on the hour and the half-hour... top tunes heard hours daily... special features such as baseball Game of the Day, Notre Dame football, the Beck Hearings, etc. It will mean literally "your own microphone in—" Washington, New York and other News centers. It will mean 55 minutes out of every hour for *you* to sell—programs plus adjacencies.

For Mutual, it will quite frankly mean a streamlined network operation from which management can expect a reasonable profit. And out of this come nearly 400 advertising opportunities weekly for the national network sponsor, bringing flexibility of advertising, saturation impact and *low cost* unmatched in the industry today—plus prompt, automatic station clearance.

It is our confident judgment that the folks who listen to Radio 1.4 billion hours per week are going to like this pioneer pattern—"things that Radio does best."
Thanks, again, for your whole-hearted co-operation.

Cordially,

John B. Poor

John B. Poor

JBP:ccm

To Alert Advertisers—Call MBS Sales Office for information on the few choice availabilities left.

from **MARTIN HIMMEL,** *president, Dunnan & Jeffrey agency*

COULD YOUR SPOT TV SUE FOR NON-SUPPORT?

IF ten commandments were to be written for spot television advertisers, the first seven (since reiteration emphasizes their importance) would be: "You can't sell a product that isn't there".

Most successful spot television programs have profited by this simple truth. Entirely too many advertisers expect their television spot campaigns to create such intensive interest that dealers everywhere will beat an immediate path to their doors.

In the experience of our agency, we have found that spot television advertising can indeed produce amazing results in building and sustaining consumer sales of any legitimate product. However, we also know that in any successful program tv spots must be regarded as only the final link in a chain of activities that must include intensive sales distribution, sound point of sale merchandising, and thorough education at the retail level.

If all of these prior phases of a sound television spot campaign are adequately fulfilled, then an advertiser can legitimately depend upon his tv spots to do the rest.

A case in point is the success achieved by Pink Ice and Tint 'N Set with a current advertising volume that ranks the manufacturer 23rd in the nation's 200 top tv advertisers.

Pink Ice and Tint 'N Set, while enjoying today an annual combined sale approaching $5 million, are relatively new cosmetics. They came into being just two years ago.

At the very outset television spot was the medium through which we hoped to acquaint the American public with Pink Ice and Tint 'N Set.

Tv spots were chosen because we felt that every dollar spent must be related to each individual market. The cash register in each individual market became our guide.

OUR STRATEGY: TO PLAN, NOT CRAM

At no time have we endeavored to force distribution through our chosen tv medium. Instead, our own agency's marketing staff effected complete distribution in each targeted market at least 30 days prior to the campaign kickoff. Thus, the very first customer to ask for Pink Ice or Tint 'N Set in any town where our tv spots were seen was able to acquire the product on his very first try.

Obviously, this advance distribution pays off in many ways, not least of which is the fact that it forestalls the injurious word-of-mouth publicity so often heard: "It's advertised—but you can't buy it anywhere".

We have stressed the importance of the first (through seventh) commandment in our credo for spot television advertisers, but in our agency commandments eight, nine and ten are almost *if not quite* as important.

The eighth commandment, fundamental in our agency's concept of a sound tv spot advertising program, is "to teach the retail salesman how to sell our client's product". To do this we conduct intensive on-the-spot sales seminars for retail salesmen in each city where our client's products are to be marketed. These sales meetings permit us to demonstrate the actual use of these products; they make it possible to coordinate the sales message on tv with the sales effort of the retail clerk, and they make certain that the retail salesman is thoroughly familiar with the uses and advantages of our client's products.

The ninth commandment is to set up a series of sales incentives for salesmen in a store or in a community. These sales incentives facilitate the "pushing" of a product at the retail level and, more often than not, insure for our client a far better display area in retail stores.

DO IT YOURSELF AND YOU'LL DO IT RIGHT

Finally, we have a standard rule: "To do a merchandising job well, we must do it ourselves". We do not depend on tv stations to do merchandising for us. By doing it ourselves, our clients can always be certain that nothing has been omitted, that nothing has been done in haste and that nothing has been undone through inept public relations with our client's customers.

This type of comprehensive, coordinated television spot campaign must produce a successful result. With Pink Ice and Tint 'N Set we have been successful with tv spot in New York, Chicago, Los Angeles, Boston, Houston, Detroit and other metropolitan communities as we have been in the smaller, more easily saturated cities such as Greenville, Spartanburg and Asheville.

While preparation of the market through prior distribution, point-of-sale merchandising and sales education is essential, it must be remembered that tv spots gain immeasurably in effectiveness as they are expanded in quantity. A saturation tv spot campaign must characterize the consumer approach.

Properly harnessed to a merchandising-advertising team, tv spots can perform miracles. On KPRC-TV Houston, for instance, 50 Pink Ice spots per week caused wholesalers to send frantic wires for more merchandise after only seven days of telecasting. Similar responses held true for WNAC-TV Boston, WOR-TV New York, WBKB (TV) Chicago and KTLA-TV Los Angeles.

It is so easy for a client to blame tv spots for the failure of his advertising campaign. However, a little searching on the client's part, may well place the blame on his very own doorstep for his failure to secure distribution and adequate merchandising to support the television spot effort.

Martin Himmel; b. Newark, Nov. 3, 1925; educ. Irvington (N. J.) High School. Joined Vitamin Corp. of America (Rybutol) June 1941. Served in Army. Organized Canadian subsidiary of VCA in 1952, serving there as vice president and general manager. Returned to U. S. in 1954 as VCA vice president in charge of advertising. Eighteen months after sale of VCA to Rexall Drugs, he joined former Rybutol president in purchase of Pink Ice Cosmetic Co. Resigned to form own agency in October 1955.

Wired for Toll Tv

THE development of closed-circuit subscription television is gathering significant momentum. It is not improbable that within the next few years many U. S. cities will be wired for box-office tv in the home.

This prediction is based upon the availability of common carrier facilities to distribute wired tv. As reported in B•T last week, Bell telephone companies are beginning to deal with subscription tv interests. As reported in this issue, community antenna companies are eager to participate. Plainly, the distribution problem is no longer as difficult as it once appeared to be.

We may also assume that progress will be made in solving the other major problem confronting the developers of toll tv—the problem of program availability. It is obvious that the purveyor of subscription television must offer programs which subscribers will think are worth paying for. Program supply will be a continuing problem for wired toll tv operators, just as it is a continuing problem for broadcasters, motion picture exhibitors or anybody else who seeks to attract an audience for a show.

The developers of wired toll tv will find program product if they are resourceful and energetic enough. Since we are sure that resourceful people will go into the field, we are equally sure that a closed-circuit subscription system must figure in the planning of everyone who competes for the leisure time of the American public.

In our view the development of subscription television as a wired service is preferable to its development as a broadcast service. The desirable broadcast frequencies are now in use by free television. To put toll programs on the air would mean the displacement of free programs. Distributed by wires, toll tv will grow as a competitor of, not as a replacement for, free television.

To be sure, the added competition will not make life easier for broadcasters, but neither will it make life impossible. Broadcasters will always have the distinct advantage of competing against a pay system with programs which are free.

de-Celler-ation

THE HOUSE Antitrust Subcommittee's report of its investigation into television adds up in the main to a recommendation that the Justice Dept. conduct investigations which it has already been conducting—some for as long as 15 years.

Indeed the most important question raised by the report is why the subcommittee spent so much time investigating the possibilities of antitrust violations in television when the Dept. of Justice had a force of investigators intensively exploring the same field. Of the two investigations, that of the Justice Dept. promises to be the more thorough and objective.

There is no room here to discuss in critical detail the conclusions reached by the House Antitrust Subcommittee. It is enough to say that the subcommittee was unanimous in those recommendations which were not of particularly dramatic impact but far from unanimous in those which were.

Possibly the most sweeping recommendation was for a "complete and extensive investigation" by the Justice Dept. into "all phases" of the music licensing field. Three of the subcommittee members dissented and expressed confidence that the Justice Dept. had not been remiss in its investigations of music dating back to 1940. Two others expressed "additional views" somewhat tempering the conclusion. Still another member has been ill and did not participate in the report. That left Chairman Emanuel Celler (D-N. Y.) as the only member to espouse the unadorned conclusion.

It is difficult to put aside the impression that Chairman Celler is predisposed to friendliness for ASCAP and suspicion toward BMI. The presentation of the music testimony in the subcommittee's report is loaded in favor of ASCAP.

Much of the significant information submitted by BMI is ignored in the report. Much of the unsupported opinion of ASCAP witnesses is included. Statistics on the use of ASCAP and BMI music are twisted in interpretation to suggest a heavier emphasis on BMI than actually exists. The portion of the report dealing with music is, to be blunt, slanted so in favor of ASCAP that Chairman Celler cannot escape the charge of pro-ASCAP bias. Indeed it is too unobjective to be taken seriously.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's a candy commercial . . . chocolate cigarettes for kids!"

It was perhaps an inadvertence, incidentally, that in a staff-prepared news release summarizing the report it was said that the subcommittee urged an investigation "to determine whether the antitrust laws have been or are being violated by BMI." BMI was nowhere mentioned in the actual conclusions.

Three members of the subcommittee also dissented from the wording of the report's suggestion that the FCC consider amending its rules governing network option time. They wanted to emphasize the importance which the networks attached to the option time principle.

Only one proposal for new legislation was contained in the report. The subcommittee pointed to the wide range of discounts offered to volume advertisers by networks and said that similar discounts in the sale of goods would violate the Robinson-Patman Act. Accordingly, the subcommittee said it would consider introducing an amendment to the Robinson-Patman Act to make it applicable to services as well as to commodities.

All in all, it is not a report that will provoke much if any action. Broadcasters and others who were summoned as witnesses may be pardoned for wondering if their time couldn't have been better spent.

Journalism At Its Best

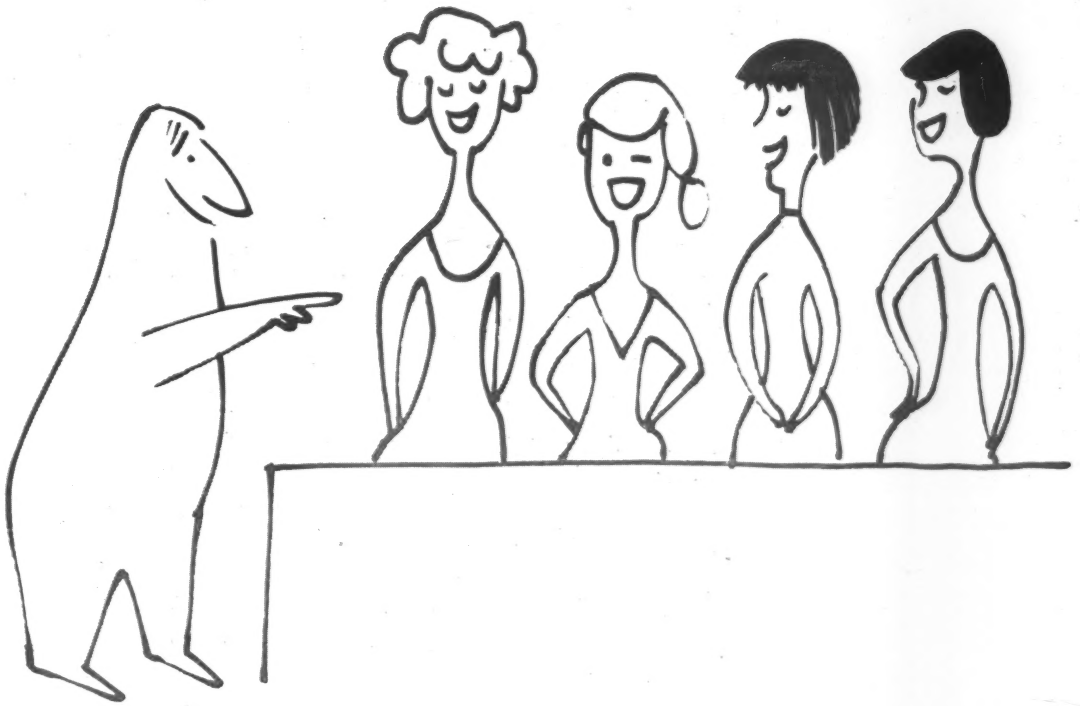
WHATEVER the outcome of the great debate over what Soviet Party Boss Khrushchev did or did not accomplish in his *Face the Nation* interview over CBS, the June 2 broadcast must be acclaimed as a great journalistic feat. It happened here because there is a free press and free enterprise—blessings unknown to the totalitarians.

Ten million Americans heard and saw the head of the Soviet hierarchy. They heard little new because his words were party line, the usual exaggerations and inventions. What was new was the face and the manner of the man who leads world communism.

It was propaganda. Propaganda can be good or bad. Those who tuned in did so because they were curious; they wanted to see, hear and judge for themselves. We doubt whether many were deluded.

President Eisenhower at his news conference last Wednesday obviously was unhappy about the exposure given the Soviet leader. He alluded to CBS as a commercial firm in this country trying to improve its commercial standing. This is unfortunate. We are sure the President did not intend to repudiate his all-out support of our free enterprise system and of our free press, which, by his own words, embrace radio and television. His implied criticism was against CBS, but it hits all broadcasting and all media of communication.

What CBS and its affiliated stations carried was the "full text." There was no coloration or slanting. The punctuation and the inflections were conveyed precisely—not as interpreted by an intermediary of the press. It was bold reporting resulting from commendable initiative. It was journalism at its electronic best.



I'd like two blondes, one redhead, and a brunette, please!

Once upon a time a manufacturer told his advertising manager that he wanted to break into the Detroit-Great Lakes market with a new product. But he had to reach women with high school educations, who were in the middle and upper income brackets. (Quite an order, eh?) But without batting an eyelash, his ad manager announced, "You want WJR!" The spontaneity of the answer amazed the manufacturer, who said, "I do?" "Sure," the ad manager replied, "WJR reaches more women on an average day than the next 3 Detroit stations combined! And WJR reaches more high school graduates than the next 4 Detroit stations combined. Furthermore, WJR reaches more women in the middle and upper income brackets than the next 5 Detroit stations combined. And that's a lot of listeners!" "And that's for me!" said the manufacturer.

Don't accept our word for this—contact your nearest Henry I. Christal man. He has the results of a Politz survey which shows that WJR outdraws all other Detroit stations in any listener category. It even indicates that a vast majority of listeners *prefer* and *believe* advertising on WJR over all other Detroit stations.

Now then, how many blue-eyed blondes and green-eyed redheads would you like to reach?

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

35 years of service

WJR's primary coverage area —over 17,000,000 people